Canadian Home Economics Journal

Revue canadienne d'économie familiale

ÖSTERREICH
WIEN
SCHILLING

1994 **International Year of the Family**
Année internationale de la famille

FAMILIES: THE CANADIAN EXPERIENCE
FAMILIES: LA SCENE CANADIENNE

Ideology and Family Change

Enriching the Internal Family Environment

Toward an Ideal of the Person Educated in Home Economics

A Primer on the Micro Economic Paradigm

Winter/Hiver 1994
Volume 44
No. 1

[redacted]

Canadian
Home
Economics
Journal

Revue
canadienne
d'économie
familiale

FAMILIES: THE CANADIAN EXPERIENCE

FAMILIES: LA SCENE CANADIENNE

ARTICLES

Ideology and Family Change
Rita Rae Schneider 5
Idéologie et changements dans la famille
Rita Rae Schneider 8
Enriching the Internal Family Environment: Striving for Family Health Under Conditions of Adversity
Dianne K. Kieren 11
Growing Family Insecurity: A National Forum
David Ross 18
Toward an Ideal of the Person Educated in Home Economics
Jane Thomas and Gale Smith 20
A Primer on the Micro-Economic Paradigm: The Traditional Approach to Consumer Policy
Sue L.T. McGregor 32

RESEARCH SECTION / DE LA RECHERCHE

Men's Satisfaction with the Fit and Availability of Ready-To-Wear Clothing
Soyeon Shim, Diane C. Sparks, and Antigone Kotsiopulos 26

DEPARTMENTS / RUBRIQUES

From the Editors / Message des éditeurs 3
Book Reviews 38
Abstracts of Current Literature. 40
New Developments 45
On the Job: Profile of a Home Economist as a Public Information Coordinator
Mary Wiley 50
IFHE. . . In Focus / Regards sur la FIEF 52

International Year of the Family
Année internationale de la famille
1994

A heart sheltered by a roof, linked by another heart, to symbolize life and love in a home where one finds warmth, caring, security, togetherness, tolerance and acceptance - that is the symbolism conveyed by the emblem of the International Year of the Family 1994. The open design is meant to indicate continuity with a hint of uncertainty. The brushstroke, with its open line roof, completes an abstract symbol representing the complexity of the family.

Deux coeurs unis sous un même toit, symbolisant la vie et l'amour dans un foyer plein d'amour, de sécurité, de convivialité et d'indulgence, c'est ce que représente et logo de l'Année internationale de la famille 1994. Le fait que le toit ne se referme pas sur le coeur évoque tout à la fois une continuité et une certaine vulnérabilité. Le coup de pinceau à droite du logo met la dernière touche à ce symbole abstrait de la complexité de la famille.

Winter/Hiver 1994
Volume 44
No. 1

Canadian Home Economics Association /
Association canadienne d'économie familiale
901-151 Slater Street, Ottawa, Ontario,
Canada, K1P 5H3
Tel: (613) 238-8817 / 238-8819

Cover design / Dessin de la couverture
Henry Dunsmore, Victoria, P.E.I.

Canadian Publications Mail
Sales Product Agreement
No. 177849

Published quarterly / Publication trimestrielle

Printed / Imprimé par:
M.O.M. Printing Ltd., Ottawa

[redacted]

CHEJ EDITORIAL OFFICE

Home Economics Publishing Collective
Department of Home Economics
University of Prince Edward Island
Charlottetown, Prince Edward Island Canada C1A 4P3

Editor/Rédactrice en chef

J. Estelle Reddin, MSc, PDt
New Dominion
Cornwall RR2
PEI C0A 1H0
Tel: (902) 675-2845
FAX (902) 566-0777

Associate Editor/ Rédactrices associées
Home Economics Publishing Collective
Department of Home Economics
University of Prince Edward Island
Charlottetown, PE C1A 4P3
Tel: (902) 566-0620
FAX (902) 566-0777

Committee Members

Nancy Reddin, BSc, PDt
Debbie MacLellan, MSc, PDt
Sheri McBride, MSc

French Editor/Rédactrice française

Colette Martin, PhD, EFI
École de nutrition et d'études familiales
Moncton, Nouveau-Brunswick
E1A 3E9
Tel: (506) 858-0513
FAX (506) 858-4540

Research Editor/ Rédactrice des articles de recherches

Betty Crown, PhD
Chair, Department of Human Ecology
115 Home Economics Building
University of Alberta
Edmonton, Alberta T6G 2N1
Tel: (403) 492-3824

Advisor/Consultante

Ruth Berry, PhD
Dean
Faculty of Human Ecology
University of Manitoba
Winnipeg, Manitoba R3K 2N2

Business Manager/ Administratrice

Maryse Martin
CHEA National Office
901-151 Slater St.
Ottawa, ON, Canada
K1P 5H3

Advertising Representative/ Représentant de publicité

CHEA National Office
901-151 Slater St.
Ottawa, ON, Canada
K1P 5H3

CHEA BOARD OF DIRECTORS/ CONSEIL D'ADMINISTRATION DE L'ACEF 1993-1994

EXECUTIVE COMMITTEE/ BUREAU DE DIRECTION

President/Présidente
Ruth Berry

President-elect/Présidente désignée
Nancy Cook

Secretary/Secrétaire
Marilyn Nosko

Treasurer/Trésorière
Bernadette Lawson

V.P. – Public Policy/ VP-politique gouvernementale
Joan Butcher

V.P. – Professional Development/ VP-perfectionnement professionnel
Ruth Dyker

V.P. – Professional Practice/ VP-pratique professionnelle
Gail Marchessault

V.P. – International Development/ VP-développement international
Barbara Nelson

OTHER BOARD MEMBERS/ AUTRES ADMINISTRATRICES

Past President/Présidente sortante
Linda McKay

CHE Journal Editor/Rédactrice de la Revue
J. Estelle Reddin

PROVINCIAL/TERRITORIAL DIRECTORS

British Columbia/ Colombie-Britannique
Jane Thomas

Saskatchewan
Barbara Cox-Lloyd

Ontario
Mari E. Parks

New Brunswick/ Nouveau-Brunswick
Marion MacEachern

Prince Edward Island/ Île-du-Prince-Édouard
Nancy Reddin

Yukon/Northwest Territories/Yukon/NWT/T.N.-O.
Mary Ann Stewart

Alberta
Glenda Everett

Manitoba
Sandra Williams

Québec
Lise Duchesneau
Beverly Root Rue

Nova Scotia/ Nouvelle Écosse
Carol Fraser

Newfoundland/ Labrador
Beverley Gardner

The Association: The Canadian Home Economics Association is the national professional organization for those educated and/or working in the field of home economics, and human ecology, consumer and family studies, foods and nutrition. The mission of the association is to strengthen the home economics profession and to actively promote improved quality of life for individuals and families in Canada and the developing world.

Subscriptions, membership fees and change of address should be mailed to the CHEA National Office, 901-151 Slater St., Ottawa, ON K1P 5H3, Canada.

Subscriptions are available to libraries and institutions at the rate of $50.00 per year ($55.00 U.S.; $59.00 Foreign) and to individuals not eligible for membership at the rate of $35.00 per year ($40.00 U.S.; $44.00 Foreign).

Classified Ads should be sent directly to the Business Manager. The rate is 95 cents per word or figure ($30 minimum). Rates for classified display ads are available on request.

Contents are indexed in the Canadian Periodical Index and selectively indexed in Public Affairs Information Service (PAIS), Canadian Education Index, Nutrition Abstracts and Reviews, Inventory of Marriage and Family Literature, Bibliographic Index of Health Education Periodicals, Current Index to Journals in Education, and World Textile Abstracts. Microfilm and Xerographic copies are available from Micromedia Limited, 20 Victoria Street, Toronto, Canada M5C 2N8 and University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106.

Responsibility: The materials herein printed including advertising copy are the expression of the writers and not necessarily a statement of policy of the Canadian Home Economics Association.

©Copyright, Canadian Home Economics Association, 1994. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form by any means without prior written permission.

Supported in part by grants from The Canadian Home Economics Foundation and the Canadian Association for Research in Home Economics.

L'Association d'Economie familiale est un organisme professionnel national regroupant les personnes diplômées en études de la famille, en consommation, en alimentation, en nutrition, en économie familiale ou en écologie humaine. Le but de l'Association est de promouvoir la profession et d'assurer une plus grande qualité de vie aux personnes et aux familles au Canada et dans le monde en voie de développement.

Le règlement des abonnements et des cotisations et les changements d'adresse doivent être envoyés au Bureau national de l'ACEF, 901-151, rue Slater, Ottawa, ON K1P 5H3, Canada.

L'abonnement annuel aux bibliothèques et aux institutions est 50$ (55$, Etats-Unis; 59$, autres pays étrangers). Aux individus qui ne peuvent devenir membres de l'association, l'abonnement annuel est 35$ (40$, Etats-Unis; 44$, autres pays étrangers).

Le matériel publicitaire doit être envoyé directement à l'administratrice. Tarif des petites annonces: 95 cents le mot ou le chiffre (minimum de 30$); annonces en vedette: tarif sur demande.

Nos articles sont répertoriés dans l'Index des périodiques canadiens, et sélectivement, dans *Public Affairs Information Service* (PAIS), le *Répertoire canadien sur l'éducation, Nutrition Abstracts and Reviews, Inventory of Marriage and Family Literature, Bibliographic Index of Health Education Periodicals, Current Index to Journals in Education* et *World Textile Abstracts*. Pour en obtenir des copies dactylographiées ou sur microfilm, s'adresser à Micromedia Limited, 20, rue Victoria, Toronto, Canada M5C 2N8, ou University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106.

Responsabilité : Les articles de la Revue et le matériel publicitaire ne reflètent pas nécessairement les vues de l'Association canadienne d'économie familiale.

©Copyright, Association canadienne d'économie familiale, 1994. Il est interdit de reproduire, sous quelque forme que ce soit, le contenu de la Revue sans autorisation écrite préalable.

Subventionné en partie par les subsides de la Fondation Canadienne des spécialistes en Économie familiale et ceux de l'Association canadienne de Recherche en Économie Familiale.

MEMBERSHIP IN CHEA
"Membership Means Power"

You owe it to your professional self to be a member of CHEA and to encourage other home economists to be members.

Write to the National Office, 901-151 Slater Street, Ottawa ON, K1P 5H3, for information today or better yet, phone (613) 238-8819.

From the Editors

As we start a new year we wonder what it will bring for Canadian families, and what a new government in Ottawa and its policies will mean. It has been exciting as a new Journal committee to receive materials for this issue, "Families: The Canadian Experience," the first in the International Year of the Family (IYF). The articles seem to address and provide a variety of answers to a common question, namely, How do families thrive and carry out their responsibilities?

Henryk Sokalski, Head of the Secretariat for the International Year of the Family, and Dianne Kieren in their articles both suggest we should not spend resources on debating a definition of "the family" but rather should respect, use, and cultivate its diversity. Rita Schneider and Kieren using current statistics show the great diversity in family shapes and styles in Canada today. Schneider cautions us to look at changes over the past 100 years and to realize the changes families must deal with are driven by ideological forces that are dominant in a society. The extent of interaction between internal and external family environments is constantly increasing. For example, Sue McGregor provides a "primer" to help consumers understand market-place policy and realize the need for consumer, state, and business co-operation in shaping policy helpful to families.

Sokalski states that social policy makers see family as a resource for society, but lack an understanding of the resources families need to carry out the functions and responsibilities expected of them. We, as home economists, must press for a realistic assessment of family resources, needs, and supports — resources of time, space, energy, and material needs; emotional, social, and, as Kieren emphasizes, developmental rather than rehabilitative needs. Jane Thomas and Gale Smith in describing the ideal "Person Educated in Home Economics" give a vision of the potential of home economics education to develop the qualities needed by individuals and families.

Contributors to this issue of the Journal challenge us to empower families, to strive for balance and equity between the micro family environment and the macro economic/ political environment, and to enable and facilitate negotiation of policies beneficial to families. Sokalski suggests we use the IYF as the catalyst "to mobilize, sensitize, and organize families at the grass roots, and exploit every opportunity to express the principles of IYF in your daily work."

It is clearly a time for discussing and sharing information which is a valuable resource for families and professionals. We invite you to contribute to the Journal. Readers' Forum, Home Economists Speak Out, On the Job, Book Reviews, and Abstracts are all open and intended for your input — if a full-length article seems forbidding.

Mot des rédactrices

Une nouvelle année commence : que réserve-t-elle aux familles canadiennes et qu'allons-nous retirer de notre nouveau gouvernement fédéral et ses politiques? C'est avec grand enthousiasme qu'à titre de nouveau comité de rédaction, nous avons dépouillé tout le matériel reçu pour le premier numéro àparaître; c'est d'ailleurs le premier de l'Année internationale de la famille (AIF), et il porte le titre très approprié de *Families : The Canadian Experience*. Les articles traitent d'une grande variété de sujets gravitant autour d'une question primordiale : Comment les familles peuvent-elles arriver à se développer et à assumer leurs responsabilités?

Dans leurs articles, Henryk Sokalski, directeur du secrétariat de l'Année internationale de la famille, et Dianne Kieren nous suggèrent de ne pas consacrer nos ressources au débat sur la définition de la « famille » mais plutôt de respecter, d'utiliser et de cultiver sa diversité. Rita Schneider et Dianne Kieren citent des statistiques actuelles pour démontrer la grande variété de formes et de types des familles qui existent au Canada de nos jours. Schneider nous avertit de bien analyser les changements survenus au cours des cent dernières années et d'essayer de comprendre que ces changements, avec lesquels les familles doivent composer, sont suscités par des principes idéologiques très puissants de la société. L'interaction entre les forces externes et internes du milieu familial augmente sans arrêt. Une des collaboratrices, Sue McGregor, prend les devants en aidant les consommateurs à comprendre les politiques du marché et à saisir l'importance d'une coopération entre les consommateurs, l'État et le milieu des affaires pour établir des politiques utiles pour les familles.

Sokalski rappelle que les artisans des politiques sociales voient en la famille une ressource pour la société; par contre, ils ne comprennent pas vraiment ce dont les familles ont besoin pour remplir les fonctions et les responsabilités qu'on leur impose. En tant qu'économistes familiales, nous devons insister pour que soit effectuée une évaluation des besoins des familles de même que des ressources et de l'aide qui leur sont accessibles, c'est-à-dire, les ressources en terme de temps, espace, énergie; les besoins en terme d'équipement de même qu'au plan émotionnel, social et, comme le souligne Kieren, de développement plutôt qu'au plan de la réadaptation. Jane Thomas et Gale Smith décrivent « l'économiste familiale idéale » et projette leur conception d'une éventuelle formation en économie familiale qui donnerait aux familles et aux personnes les habiletés dont elles ont besoin.

Les personnes qui ont collaboré à ce numéro de la revue nous lancent les défis suivants : habiliter les familles; tenter d'établir un équilibre et une équité entre le micro-environnement familial et le macro-environnement économique et politique; engager et faciliter la négociation de politiques favorables aux familles. Sokalski nous suggère d'utiliser l'AIF comme catalyseur afin de « mobiliser, sensibiliser et

Editors can help shape your ideas into written form for publication.

One of our responsibilities as home economists is to develop our "voice," to empower ourselves. This is an important year for us both as professionals and as members of families. Together we can cultivate the power of words and the sharing of ideas and stories. The Journal is one of our tools. We hope you will use it.

J. Estelle Reddin
Editor

organiser les familles de votre milieu et de profiter de chaque occasion pour mettre en pratique les principes de l'AIF dans votre travail quotidien. »

C'est sans contredit le moment d'engager des discussions et de partager ces informations qui s'avèrent des ressources indéniables pour les familles et les professionnels. Nous vous invitons àcontribuer à la revue. Les rubriques *Readers' Forum, Home Economists Speak Out, On the Job, Book Reviews, Abstracts* attendent sinon vos articles du moins vos observations. Si écrire un article au complet vous rebute, les rédactrices peuvent vous aider à rassembler vos idées et à les exprimer dans un article à publier.

Une de nos responsabilités en tant qu'économistes familiales, c'est d'apprendre « à prendre la parole » afin d'en arriver à exercer nos pleins pouvoirs. Cette année revêt une grande importance pour nous toutes, à titre de professionnelles et de membres d'une famille. Ensemble, nous pouvons cultiver le pouvoir des mots et apprendre à partager nos idées et nos histoires. La revue compte parmi nos outils : nous espérons que vous accepterez de vous en servir.

J. Estelle Reddin
Rédactrice

New Editorial Committee

This is the first issue of the Journal for the Home Economics Publishing Collective UPEI. The Collective is a volunteer not-for-profit group of home economics academics and practitioners that publishes works about home economics with a Hestian orientation. To date it has published Proceedings of two Conferences and two books authored by Patricia J. Thompson. The Editorial Committee for the Canadian Home Economics Journal is a sub-committee of the Publishing Collective, fulfilling the editorial roles of the Editor, Associate Editor, Contributing Editor, and Book Review Editor. J. Estelle Reddin is the Editor. Other roles will be taken in turn by members of the Collective sub-committee, viz. Sheri McBride, Debbie MacLellan, and Nancy Reddin. The remaining positions on the Editorial Committee are held by Colette Martin, Université de Moncton, French Editor; and continuing members Betty Crown, University of Alberta, Research Editor; Ruth Berry, University of Manitoba, Advisor; and Maryse Martin, CHEA National Office, Business Manager.

Nouveau comité de rédaction

Ceci est le premier numéro de la revue du *Home Economics Publishing Collective UPEI.* Ce groupe àbut non lucratif, dont les membres volontaires sont des professeurs et des praticiennes en économie familiale, publie des textes sur l'économie familiale axés sur l'orientation d'Hestia. Jusqu'à ce jour, le groupe a publié les comptes rendus de deux congrès et deux livres de l'auteure Patricia J. Thompson. Les membres du comité de rédaction de la Revue canadienne de l'économie familiale font partie du sous-comité du *Publishing Collective*, assumant les tâches éditoriales de rédactrice en chef, rédactrice adjointe, collaboratrice de rédaction et directrice de la critique des livres. J. Estelle Reddin remplit la fonction de rédactrice en chef. Des membres du sous-comité du *Publishing Collective*, à savoir Sheri McBride, Debbie MacLellan et Nancy Reddin, assumeront des fonctions à tour de rôle. Colette Martin, de l'Université de Moncton, occupe le poste de rédactrice française; quant aux autres postes du comité de rédaction, ils sont remplis par des membres qui restent en fonction, notamment Betty Crown de l'Université de l'Alberta, rédactrice de la section des recherches; Ruth Berry de l'Université du Manitoba, conseillère; et Maryse Martin du Bureau national de l'ACEF, directrice des opérations.

Ideology and Family Change

Rita Rae Schneider

Abstract

In the last half of this century changes in family life have taken place at an accelerated rate, leaving much confusion and raising questions not only about the meaning of this change but whether its profound impact will result in the disappearance of the family. Demographic data help show the magnitude of this change: of greatest concern however is not change itself but the influence of the underlying ideology prevailing in a society. In western society today it is that of scientific rationalism. Understanding the origin and implications of this ideology and its role in interpreting and guiding change into the future could help families deal with its effects.

Résumé

Depuis le début de la deuxième moitié du XX^e siècle, les changements s'accélèrent au sein de la vie familiale, semant la confusion et soulevant des questions non seulement au sujet de la signification de ces changements, mais aussi au sujet de la disparition éventuelle de la famille. Les données démographiques montrent l'importance de ces changements. Toutefois, ce ne sont pas les changements comme tels qui soulèvent le plus d'inquiétude, mais plutôt l'influence des courants idéologiques sous-jacents qui prédominent dans une société donnée. Dans le monde occidental d'aujourd'hui, par exemple, c'est le rationalisme scientifique qui domine; bien connaître l'origine et les conséquences de cette idéologie, de même que le rôle qu'elle joue dans l'interprétation et la direction des changements futurs, ne peut que nous aider à aider les familles à composer avec ses effets.

Although there have always been changes occurring in society and family life, the evolutionary process up until the mid-1960s was less radical, at a slower pace, and less perceptible in day-to-day living. As a result, people in the earlier part of the century had more time to adjust to change and to internalize the effects wrought by these transitions.

During the past 30 years, Canadian family life has changed dramatically in both form and function and is currently marked by increasing diversity and instability of living arrangements (Ram, 1990). The accelerated pace at which these alterations have taken place has provided little or no time to assimilate the meanings or adjust to the spill-over effects that follow in the wake of such change. Rapid transformations occurring in family life without the time necessary to integrate the meaning of these alterations has resulted in much confusion and raised many questions about the nature of change and its impact upon the family in Canadian society today. The viability of the family itself hangs in a cloud of doubt.

Demographic data are helpful in providing one with a sense of the magnitude and extent of family life change which has occurred over the past few decades. Statistics show that in 1971 the rate of first marriage for all Canadian women was 88 per 1,000, while in 1986, a span of only 15 years later, this rate had dropped to 57 per 1,000 (Ram, 1990). In 1941, 12 percent of Canadian families had only one parent, with the primary cause being that of the death of the other parent. Although by 1986 this percentage had risen only slightly to 12.7 percent, the reason for lone-parenting had shifted to that of divorce rather than death of a parent, and women primarily headed these households (Ram, 1990).

After passage of the federal Divorce Act in 1968, divorces skyrocketed peaking in 1982 with 285.9 per 100,000 people (Vital Statistics 1985: Table 10). Since 1986, the index has remained at 3,000 per 10,000 marriages but there are indications that this number is approaching almost 4,000 (Dumas and Peron, 1992). The remarriage rate for divorced women was 162 per 1,000 in 1961. In 1986, this number had fallen to 77 per 1,000. Analysis of data indicate that this decline is attributed more to behavior than to change in age or structure of the population (Ram, 1990). In addition, the size of families is smaller because adults are electing to have fewer children. Factors influencing this choice may include women's increased participation in the labor force which escalated from 24 percent in 1951 to 56 percent in 1986, current attitudes toward marriage and family, and easier access to contraceptives and abortion. Overall, the fertility rate has fallen from nearly four births per woman at the height of the baby boom in 1969 to 1.7 births in the 1970s and has basically remained at this level (Target Groups Project, 1989). At the

---

Rita Rae Schneider, RSM, CFLE, PhD (Michigan State University) is presently an Assistant Professor of Family Studies in the Department of Human Ecology at Mount Saint Vincent University, Halifax, Nova Scotia.

other end of the life cycle, due to control, reduction, and eradication of certain diseases, life expectancy rates have increased. For men the gain is currently 1.16 years and for women it is 1.08 years. It is anticipated that Canada's future will be characterized by an aging population (Dumas & Lavoie, 1992).

As families poise on the threshold of the year 2000 and prepare to cross over into this new era, the perceptions they have of themselves and their future are mixed and conflicting. Some believe that the decreasing rates of marriage, rising divorce rates, same-sex unions, and plunging fertility rates are indications that family as an institution is about to disappear. Others believe that family is simply in a transitional state, will adapt, and will re-emerge with even greater strength, having redefined itself and the role of each of its members within society. And some hold fast to the idea that family will eventually return to the traditional nuclear form (Ram, 1990).

Other factors in combination are also playing into perceptions people have about family and its future. Industrialization has vastly changed the means of production while world markets have changed the economic base of competing nations. Modern technology and information systems have transformed the workplace and, in some cases, the machine has replaced the human person. At the same time that families are struggling with work-related dislocations, they are also coping with disruptions perpetrated by profound social, cultural, political, and economic upheavals occurring at world, national and provincial levels. Change resulting from such impact has not only permanently reconfigured society as a whole but has also profoundly affected human relationships at the family level. For those who view what is happening as progress and liberation, the situation may produce feelings of joy, hope, and trust with respect to the future of the family. For others who perceive the situation as destructive and counter-productive to human advancement, feelings about the future of the family may be those of anxiety, fear, and mistrust (Skolnick & Skolnick, 1992).

Whether changes in family living resulting from internal and external factors indicate family breakdown and portend the demise of the family, or whether such changes signify new viable modes of family life, or whether such changes will spark a return to more traditional living is a very broad and complex question. As Lavoie (Dumas & Lavoie, 1992, p. 101) cautions, it would be a "rash" undertaking to attempt to view "the future based on the current socio-demographic situation because the present situation merely represents only an isolated stage within a vast movement" which "really must be examined as a whole."

Integral to the examination of this "whole" is attention to currents of thought which over the past century have produced and even now continue to shape and control today's meanings, understandings, and ideas concerning society and family life. Ideas impact greatly upon the way people think, form attitudes, and behave. Ideologies, or systems of value-laden belief sets, are powerful. By examining family life within the ideological dimensions which have influenced it in the past, differences between today's families and those of a previous era or decade may be explained in part by documenting the changes in meaning that shape and are then embodied in a family's structures and activities. Because the present is rooted in the past, and the future is the product of both past and present, it is essential that views of the future of family be grounded in an understanding of the ideologies and their meanings which have influenced the ways people have thought and lived over the centuries, but more particularly over the past 100 years (Loriaux, 1990). Following is a brief introduction to these ideologies.

The period of time from the Industrial Revolution onwards has been marked by expansion of the physical sciences. Intellectuals seeking the truth no longer turned to the ancient scriptures or sought the wisdom and authority of elders as they had done in pre-industrial days. Instead, they relied on scientific methods for empirically testing theories about the physical world. During the eighteenth century, this scientific approach was applied to the study of society and people based on the assumption that "science rather than theology had the key to understanding" (Hale, 1990, p. 14). By ascribing to the scientific rather than to the theological explanations for the world, it was believed that people would amass great material wealth and that such wealth would fill the cravings in the human heart for truth (Bellah, 1978). Scientific rationalism has had profound impact on progress and development and has carried with it consequences both social and cultural, not the least of which has been a rise in institutional secularization (Dumas & Lavoie, 1992).

Scientific rationalism has succeeded in deeply affecting political and philosophical thinking throughout the world (Habermas, 1992). This is especially evident in the western part of the world where modern western ideology has grown out of and incorporated into itself four characteristics fundamental to scientific rationalism — positivism, relativism, reductionism, and evolutionism (Bellah, 1978). These four characteristics have been called the "leading ideas" of our times (Schumacher, 1974). A brief description of each of the four characteristics follows.

The underlying belief of positivism is that no knowledge is real unless it is based on observable fact. Positivism holds that the same scientific techniques that are used in the natural sciences should also be applied in all other fields of study. In effect, positivism thus denies the possibility of anything existing within the spiritual realm and posits the physical sciences alone as the standard of all certainty and truth. Positivists further believe that knowledge is neutral and that this makes it possible to keep human values out of their work. Positivism judges the adequacy of means but rejects any possibility of judging ends or purposes of any kind (Horkheimer, 1947). Essentially, positivism denies not only the realm of the spiritual but of the moral as well (Ritzer, 1992).

Relativism, which is the denial of any norm or standard, flows naturally from positivism. By rejecting norms and standards, relativists also deny objective truth (Habermas, 1992). That which is considered to be of value is that which is useful and functional for the moment. This approach is, therefore, inherently pragmatic and utilitarian. It promotes a kind of liberalism which allows people to be completely free and responsible to no one. It rejects the possibility of long-term commitment and thus devalues marriage. Short-term undertakings are encouraged that gratify one's immediate needs and interests. Worth of persons and things is essentially measured in utilitarian terms of their function and usefulness (Collins, 1988).

Reductionism is the process of reducing one level of analysis to another, a higher form of life to a lower form of life, a macro-structure to a micro-structure (Collins, 1988). The danger inherent in reductionism is apparent in using only scientific methods to study humans and human communities.

Evolutionism is a theory used to explain the progress or improvements societies undergo over long periods of time. While not all evolutionary theories are based on biological models, many of them are. Two of the most commonly referred to are those of organic differentiation and natural selection. In the organic differentiation model, embryology is used to represent society as an organism differentiated by specialized organs and functions. Change is primarily that of increased division of labor and an integration of the parts of society. The natural selection model, on the other hand, is based on the Darwinian theory of the evolution of the species and the natural selection of those best able to adapt to their environments. The danger inherent in these two biological models is that natural selection and survival of the fittest have come to be used as models for progress, development, and change. In applying such models to society and human communities, the very existence of the young, the elderly, the maimed, the seriously or chronically ill who are unable to survive on their own face the possibility of extinction in a society which views them as valueless and a drain on its scarce resources.

Even so brief an analysis of modern ideology opens to reflections about the changing family in Canadian society today and in the future. Whether conscious of it or not, every westerner is influenced by modern scientific ideology. Scientific rationalism uses objective data for purposes of prediction. While it is recognized that prediction is useful in many ways, prediction can also be used to promote social change that is not in the best interests of family or society. Prediction can also be used in such a way as to keep hidden who it is that promotes change and for what purposes. Prediction is also used to bring about the change desired by saying that it will occur (Canadian Conference of Catholic Bishops, 1980).

The greatest concern that Canadian families face at the present time is not change in and of itself. What is of greater concern is the scientific rationalism which often underlies change. The present situation calls for an understanding of the ideologies that motivate and drive change, for identifying the hidden assumptions about the human person, family, and society that lie beneath each ideology, and for detecting who it is that is promoting the change and the reasons for it. Family and societal change, as well as perceptions or predictions about the future of family, examined in light of the ideologies in which they are imbedded, should yield greater understanding about the disruptions occuring in family and the larger society. To the degree that elements of positivist, relativist, reductionist, and evolutionary thinking can be identified, to that degree will there be a clearer understanding and interpretation of family demographic data as well as the changes affecting family in today's society. As Canadian families head into the year 2000, they are going to experience even greater change. Understanding the ideologies which drive the changes that impact so profoundly on their lives should make it a little easier to deal with the effects of these changes. ☐

References

Bellah, R. (1978). Faith communities challenge — and are challenged by — the changing world order. In Gremillion & Ryan (Eds.). *World faiths and the new order*. Washington.

Canadian Conference of Catholic Bishops. (1980). *Marriage and family*. Ottawa: Publication Service.

Collins, R. (1988). *Theoretical sociology*. Toronto: Harcourt Brace Javanovich.

Dumas, J., & Lavoie, Y. (November, 1992). *Report on the demographic situation in Canada 1992: Current demographic analysis*. (Catalogue no. 91-209E). Ottawa: Minister of Industry, Science and Technology.

Dumas, J., & Peron, Y. (1992). *Marriage and conjugal life in Canada: Current demographic data*. (Catalogue no. 91-534E Occasional). Ottawa: Minister of Industry, Science and Technology.

Habermas, J. (1992). Modernity: An unfinished project. In D. Ingram & J. Simon-Ingram (Eds.), *Critical theory: The essential readings* (pp. 342-356). New York: Paragon House.

Hale, S.M. (1990). *Controversies in sociology: A Canadian introduction*. Toronto: Copp Clark Pitman Ltd.

Horkheimer, M. (1947). *Eclipse of reason*. New York: Seabury.

Loriaux, M. (1990). Population agées et revolution grise. Les hommes et les sociétés face a leur vieillissements. (Actes du Colloque Chaire Quetelet '86. Louvain-la-Neuve under the direction of Michel Loriaux, Dominique Remy et Eric Viquin, Editions CIRCO, 3-32).

Ram, Bali. (1990). *Current demographic analysis: New trends in the family*. (Catalogue no. 91-535E). Ottawa: Minister of Supply and Services Canada.

Ritzer, G. (1992). *Sociological theory* (3rd ed.). New York: McGraw-Hill.

Schumacher, E.F. (1974). *Small is beautiful*. London: Abacus.

Skolnick, A.S., & Skolnick, J.H. (1992). *Family in transition: Rethinking marriage, sexuality, child rearing, and family organization* (7th ed.). New York: Harper Collins.

Target Groups Project. (January 1989). *The family in Canada: Selected highlights*. (Catalogue No. 89-509). Ottawa: Minister of Supply and Services Canada.

Vital Statistics. (1985). Vol. I. *Births and deaths*. (Catalogue no. 84-204). Ottawa: Minister of Supply and Services Canada.

Idéologie et changements dans la famille

par Rita Rae Schneider

Résumé

Depuis le début de la deuxième moitié du XX^{e} siècle, les changements s'accélèrent au sein de la vie familiale, semant la confusion et soulevant des questions non seulement au sujet de la signification de ces changements, mais aussi au sujet de la disparition éventuelle de la famille. Les données démographiques montrent l'importance de ces changements. Toutefois, ce ne sont pas les changements comme tels qui soulèvent le plus d'inquiétude, mais plutôt l'influence des courants idéologiques sous-jacents qui prédominent dans une société donnée. Dans le monde occidental d'aujourd'hui, par exemple, c'est le rationalisme scientifique qui domine; bien connaître l'origine et les conséquences de cette idéologie, de même que le rôle qu'elle joue dans l'interprétation et la direction des changements futurs, ne peut que nous aider à aider les familles à composer avec ses effets.

Abstract

In the last half of this century changes in family life have taken place at an accelerated rate, leaving much confusion and raising questions not only about the meaning of this change but whether its profound impact will result in the disappearance of the family. Demographic data help show the magnitude of this change: of greatest concern however is not change itself but the influence of the underlying ideology prevailing in a society. In western society today it is that of scientific rationalism. Understanding the origin and implications of this ideology and its role in interpreting and guiding change into the future could help families deal with its effects.

La société et la famille connaissent des changements depuis toujours; cependant, jusque vers le milieu des années 1960, ces changements s'étaient effectués à rythme plus lent et de façon moins perceptible dans la vie de tous les jours. Par conséquent, les gens vivant au début de ce siècle avaient plus de temps pour s'adapter aux changements et pour intérioriser les effets de ces transitions.

Au cours des 30 dernières années, la vie au sein de la famille canadienne a grandement évolué, tant dans sa composition que dans le rôle qui lui est dévolu. Elle connaît actuellement une diversité et une instabilité sans cesse croissante au plan des modes de vie (Ram, 1990). Compte tenu de la vitesse à laquelle ces changements sont survenus, il ne reste que très peu de temps ou pas de temps du tout pour en assimiler la signification ou pour s'adapter aux retombées. Ces transformations rapides dans la vie familiale, sans période d'adaptation ni d'intégration, ont semé beaucoup de confusion et soulevé de nombreuses questions sur la nature du changement et sur ses répercussions sur la famille canadienne actuelle. On met en doute la viabilité de la famille elle-même.

Les données démographiques sont bien utiles pour déterminer l'importance et l'amplieur des changements dans la vie familiale survenus au cours des dernières décennies. Les statistiques révèlent qu'en 1971, le taux de premiers mariages pour l'ensemble des femmes canadiennes était de 88 pour 1 000, tandis qu'en 1986, ce qui ne représente qu'un intervalle de 15 ans, ce taux n'était plus que de 57 pour 1 000 (Ram, 1990). En 1941, 12 p. 100 des familles canadiennes étaient monoparentales, le décès de l'autre parent étant la principale cause de cette situation. Même si en 1986, ce pourcentage n'avait que légèrement augmenté à 12,5 p. 100, on imputera dorénavant cette situation au divorce plutôt qu'au décès de l'un des parents; les femmes se retrouvent, en grande partie, chefs de ces familles (Ram, 1990).

À la suite de l'adoption, en 1968, de la Loi sur le divorce par le gouvernement fédéral, les divorces ont connu une hausse prodigieuse pour atteindre 285,9 pour 100 000 personnes en 1982 (Statistiques sur l'état civil, 1985 : tableau 10). Depuis 1986, ce taux demeure autour de 3 000 pour 10 000 mariages, mais tout indique que ce nombre atteint maintenant près de 4 000 (Dumas et Peron, 1992). Le taux de remariage chez les femmes divorcées était de 162 pour 1 000, en 1961. En 1986, ce nombre avait chuté à 77 pour 1 000. L'analyse de ces données révèle que cette diminution est attribuée au comportement plutôt qu'à un changement au niveau de l'âge ou de la composition de la population (Ram, 1990). De plus, les familles sont maintenant moins nombreuses, puisque les adultes choisissent d'avoir moins d'enfants. Bien des facteurs influencent ce choix : une plus grande présence des femmes sur le marché du travail, qui est passée de 24 p. 100, en

---

Rita Rae Schneider, RSM, CFLE, PhD (Michigan State University) est actuellement professeure adjointe d'études familiale.

1951, à 56 p. 100 en 1986; les attitudes contemporaines à l'égard du mariage et de la famille; une plus grande accessibilité des contraceptifs et de l'avortement. Dans l'ensemble, le taux de fertilité a diminué : de près de 4 naissances par femme, au sommet de l'explosion démographique en 1969, il est passé à 1,7 naissance, dans les années 1970 et demeure presque inchangé depuis (Target Groups Project, 1989). À l'autre extrémité du cycle de vie, l'espérance de vie a augmenté à cause du contrôle, de la réduction et de l'élimination de certaines maladies; cette hausse est actuellement de 1,116 an chez les hommes, et de 1,08 an chez les femmes. On prévoit que l'avenir du Canada sera caractérisé par une population vieillissante (Dumas et Lavoie, 1992).

Alors que les familles se préparent à entrer de plein pied dans le 21e siècle, leurs perceptions d'elles-mêmes et de leur avenir sont confuses et discordantes. Certains croient que la diminution du nombre de mariages, l'augmentation du nombre de divorces, les unions de même sexe et la diminution alarmante du taux de fertilité annoncent la disparition prochaine de la famille à titre d'institution. D'autres sont d'avis que la famille se trouve simplement à un point de transition, qu'elle s'adaptera et en ressortira grandi après avoir redéfini son rôle et celui de chacun de ses membres au sein de la société. Quelques-uns demeurent convaincus qu'on assistera au retour de la famille nucléaire traditionnelle. (Ram, 1990).

Une combination d'autres facteurs influe également sur les perceptions qu'ont les gens de la famille et de son avenir. L'industrialisation a beaucoup modifié les moyens de production, tandis que les marchés mondiaux ont changé la base économique des nations concurrentes. La technologie moderne et les systèmes d'information ont transformé le milieu du travail et, dans certains cas, la «machine» a remplacé l'être humain. Alors que les familles luttent contre les déplacements reliés au travail, elles doivent également surmonter les bouleversements imputables aux profonds changements sociaux, culturels, politiques et économiques survenus à l'échelle mondiale, nationale et provinciale. Ces changements ont non seulement reconfiguré de façon permanente la société dans son ensemble, mais ont également profondément influencé les relations humaines à l'intérieur de la famille.

Certains, pour qui cette nouvelle situation signifie progrès et libération, envisagent l'avenir de la famille avec joie, espoir confiance; par contre, d'autres, pour qui cette situation s'avère destructrice et inefficace pour les progrès humains, peuvent ressentir de l'angoisse, une crainte et de la méfiance (Skolnick et Skolnick, 1992).

Ces changements qui affectent la vie familiale et qui découlent des facteurs internes et externes sont-ils révélateurs de l'éclatement de la famille et présagent-ils la disparition de la famille? Ou bien, ouvrent-ils la voie à de nouveaux modes de vie familiale viables, ou annoncent-ils un retour à une vie de famille plus traditionnelle? Il s'agit là de questions très vastes et très complexes. Selon Lavoie (Dumas et Lavoie, 1992), il serait imprudent de tenter de visualiser l'avenir en fonction de la situation sociodémographique actuelle, puisque cette dernière ne constitue qu'un étape isolée d'un vaste mouvement qu'on se doit s'examiner dans son ensemble.

Pour ne pas nuire à l'intégralité de cet ensemble, il faut également prêter attention aux courants de pensée qui, au cours du siècle passé, ont créé les significations et les idées concernant la société et la vie familiale et qui continuent à les modeler et à les diriger encore aujourd'hui. Les idées exercent une grande influence sur la façon dont les gens pensent, réagissent et se comportent. Les idéologies ou les systèmes de croyances imprégnés de valeurs sont très puissants. En examinant la vie familiale en fonction des dimensions idéologiques qui l'ont influencée dans le passé, on peut alors expliquer en partie les différences qui existent entre les familles d'aujourd'hui et celles d'une ère ou d'une décennie précédente, en étayant les changements de significations qui façonnent les infrastructures et les activités de la famille et qui y sont ingégrées. Puisque le présent est enraciné dans le passé, et que l'avenir est le produit du passé et du présent, les visions de l'avenir de la famille doivent s'appuyer sur une compréhension des idéologies (et de leurs significations) qui ont influencé les modes de pensée et de vie des gens au cours des siècles, et plus particulièrement au cours des cent dernières années (Loriaux, 1990). Voici une brève introduction à ces idéologies.

L'évolution des sciences physiques a marqué la période qui s'étend depuis la révolution industrielle jusqu'à aujourd'hui. Les intellectuels en quête en vérité ne se tournent plus vers les anciennes écritures ou ne font plus appel à la sagesse et à l'autorité des anciens, comme ils le faisaient au cours de la période pré-industrielle. Ils ont plutôt recours à des méthodes scientifiques pour mettre à l'essai de façon empirique les théories sur le monde physique. Au XVIIIe siècle, cette approche scientifique a été appliquée à l'étude de la société et des gens selon l'hypothèse que la science, plutôt que la théologie, est la clé de la compréhension (Hale, 1990). En imputant l'explication de l'existence du monde à la dimension scientifique plutôt qu'à la théologie, on a alors cru que les gens accumuleraient une grande richesse matérielle et que cette richesse remplacerait la quête de la vérité dans le coeur de l'homme (Bellah, 1978). La rationalisme scientifique a exercé une influence très profonde sur le progrès et le développement et a entraîné des conséquences à la fois sociales et culturelles; parmi celles-ci, l'augmentation de la sécularisation institutionnelle n'est certes pas la moindre (Dumas et Lavoie, 1992).

Le rationalisme scientifique est parvenu à affecter profondément la pensée politique et philosophique dans le monde entier (Habermas, 1992). Ceci devient particulièrement évident dans le monde occidental où l'idéologie occidentale moderne s'est appuyée sur quatre caractéristiques fondamentales du rationalisme scientifique et les a fait siennes — le positivisme, le relativisme, le réductionnisme et l'évolutionnisme (Bellah, 1978). On a surnommé ces quatre caractéristiques les «idées dominantes» de notre époque (Schumacher, 1974). Vous trouverez ci-dessous une brève explication de chacune d'entre elles.

Le positivisme affirme qu'il faut appliquer à tous les autres domaines d'étude les techniques scientifiques utilisées dans les sciences naturelles. Ainsi, aucune croyance n'est réelle à moins qu'elle ne soit fondée sur la reconnaissance des faits. En effet, le positivisme nie l'existence possible du monde spirituel et pose en principe que seules les sciences physiques constituent la norme de toute certitude et de toute vérité. Les positivistes croient que la connaissance est neutre, ce qui explique pourquoi il leur est possible de ne pas tenir compte des valeurs humaines dans leur travail. Le positivisme juge la pertinence des moyens, mais rejette toute possibilité de juger les fins ou les objectifs quelle qu'en soit la nature (Horkheimer, 1947). Dans son essence, le positivisme nie non seulement le spirituel, mais également la morale (Ritzer, 1992).

Le relativisme, qui est la négation de toute norme, découle naturellement du positivisme. En rejetant les normes, les relativistes nient de même coup la vérité objective (Habermas, 1992). N'a de valeur que ce que l'on juge utile et fonctionnel pour le moment présent. Cette démarche est, par conséquent, fondamentalement pragmatique et utilitaire. Elle vise à promouvoir une espèce de libéralisme qui permet aux gens de se sentir tout à fait libres et de ne rendre compte à personne. Cette doctrine rejette la possibilité d'un engagement à long terme et dévalue ainsi le mariage. Elle encourage cependant les activités à court terme qui gratifient les besoins et les intérêts immédiats. La valeur des personnes et des choses se mesure essentiellement en termes utilitaires, selon leur fonction et leur efficacité (Collins, 1988).

Le réductionnisme consiste à réduire systématiquement un niveau d'analyse à un autre, une forme de vie supérieure à une forme de vie inférieure, une macro-structure à une microstructure (Collins, 1988). Le danger inhérent au réductionnisme se manifeste lorsqu'on applique uniquement des méthodes scientifiques à l'étude des êtres humains et des communautés humaines.

L'évolutionnisme est la théorie que l'on utilise pour expliquer le progrès ou les améliorations que vivent les sociétés au cours de longues périodes. Même si les théories évolutionnistes ne sont pas toutes fondées sur des modèles biologiques, un grand nombre d'entre elles le sont. Les théories de la différenciation organique et de la sélection naturelle sont celles auxquelles on réfère le plus souvent. D'une part, dans le modèle de la différenciation organique, l'embryologie est utilisée pour représenter la société comme un organisme différencié par des fonctions et des organes spécialisés; le changement se manifeste principalement par une plus grande division du travail et l'intégration des différentes parties de la société. D'autre part, le modèle de la sélection naturelle est fondé sur la darwinisme, qui porte sur l'évolution des espèces et la sélection naturelle de celles qui sont le plus en mesure de s'adapter à leur milieu. Ces deux modèles biologiques posent toutefois un danger inhérent, puisque la sélection naturelle et la survie du plus fort sont maintenant utilisées comme modèles du progrès, du développement et du changement. En appliquant de tels modèles à la société et aux communautés humaines, l'existence même des jeunes, des personnes âgées, des estropiés, des personnes gravament malades ou des malades chroniques incapables de survivre par leurs propres moyens es menacée, dans une société qui les perçoit comme des êtres sans valeur faisant une utilisation abusive de ses maigres ressources.

Malgré sa brièveté, cette analyse de l'idéologie moderne ouvre la voie à une réflexion sur l'évolution de la famille dans la société canadienne d'aujourd'jui et de demain. Qu'on en soit conscient ou non, l'idéologie scientifique moderne influence chaque personne du monde occidental. Le rationalisme scientifique utilise des données objectives à des fins de prédiction. Même si al prédiction s'avère utile à bien des égards, elle peut également favoriser la promotion de changements sociaux qui ne sont pas toujours dans le meilleur intérêt de la famille ou de la société. La prédiction peut aussi être utilisée pour dissimuler, qui promulgue le changement et pourquoi. On peut aussi s'en servir pour susciter le changement désiré en disant qu'il se produira (Conférence des évêques catholiques du Canada, 1980).

La grande préoccupation des familles canadiennes actuelles n'est pas le changement en soi, mais plutôt le rationalisme scientifique qui soustend le changement. La situation actuelle nécessite une bonne compréhension des idéologies qui motivent et suscitent le changement afin de cerner les hypothèses concernant l'être humain, la famille et la société qui se cachent derrière chaque idéologie et de déceler qui promulgue le changement et les raisons qui motivent ce dernier. Les changements au sein de la famille et de la société, de même que les perceptions ayant trait à l'avenir de la famille, examinés à la lumière des idéologies dans lesquelles ils sont intégrés, devraient susciter une meilleure compréhension des bouleversements survenant au sein de la famille et de la société en général. Dans la mesure où l'on peut cerner les éléments de la pensée positiviste, relativiste, réductionniste et évolutionniste, on pourra mieux saisir et interpréter les données démographiques sur la famille ainsi que les changements affectant la famille dans la société moderne. Au seuil de l'an 2000, les familles devront subir de plus grands changements encore. Une meilleure compréhension des idéologies suscitant les changements qui exercent une telle influence sur leur vie devrait les aider à mieux affronter ces changements. ☐

Références

Bellah, R. (1978). Faith communities challenge — and are challenged by — the changing world order, dans Gremillion et Ryan (Éditeurs). *World faiths and the new order*. Washington.

Conférence des évêques catholiques du Canada. (1980). le *mariage et la famille*. Ottawa : Service des éditions.

Collins, R. (1988). *Theoretical sociology*. Toronto: Harcourt Brace Javanovich.

Dumas, J. et Lavoie, Y. (1992). *Rappport sur l'état de la population du Canada : la conjoncture démographique*. (Catalogue no. 91-209E). Ottawa : ministère de l'Industrie, de la Science et de la Technologie.

Dumas, J. et Peron, Y. (1992) *Mariage et vie conjugale au Canada*. (Catalogue no. 91-534E Occasionnel). Ottawa : ministère de l'Industrie, de la Science et de la Technologie.

Habermas, J. (1992). Modernity: An unfinished project. dans D. Ingram et J. Simon-Ingram (Éditeurs), *Critical theory: The essential readings* (pp. 342-356). New York: Paragon House.

Hale, S.M. (1990). *Controversies in sociology: A Canadian introduction*. Toronto: Copp Clark Pitman Ltd.

Horkheimer, M. (1947). *Eclipse of reason*. New York: Seabury.

Loriaux, M. (1990). Population agées et revolution grise. Les hommes et les sociétés face a leur vieillissements. (Actes du Colloque Chaire Quetelet '86. Louvain-la-Neuve under the direction of Michel Loriaux, Dominique Remy et Eric Viquin, Editions CIRCO, 3-32).

Ram, Bali. (1990). *Current demographic analysis: New trends in the family*. (Catalogue no. 91-535E). Ottawa: Minister of Supply and Services Canada.

Ritzer, G. (1992). *Sociological theory* (3rd ed.). New York: McGraw-Hill.

Schumacher, E.F. (1974). *Small is beautiful*. London: Abacus.

Skolnick, A.S., & Skolnick, J.H. (1992). *Family in transition: Rethinking marriage, sexuality, child rearing, and family organization* (7th ed.). New York: Harper Collins.

Target Groups Project. (January 1989). *The family in Canada: Selected highlights*. (Catalogue No. 89-509). Ottawa: Minister of Supply and Services Canada.

Vital Statistics. (1985). Vol. I. *Births and deaths*. (Catalogue no. 84-204). Ottawa: Minister of Supply and Services Canada.

Enriching the Internal Family Environment: Striving for Family Health Under Conditions of Adversity

Dianne K. Kieren

Abstract

Family units have important roles to play in the development of healthy individuals and healthy societies. How can the internal functioning of families of all types be strengthened? Home economists have espoused goals which seek to assist families to improve their own family functioning, yet many of our practice modalities cling to the model of the professional as an expert problem solver and fail to achieve this objective. This is particularly evident when one takes into account the unique values, culture, and goals of the families with which we work.

This paper presents some radical suggestions for a multifaceted approach to strengthening the internal functioning of families living under conditions of adversity. It challenges old assumptions about professional practice, old views of family support, and engages home economists in a critical review of methods and approaches currently used in practice *with* and *for* families.

Résumé

Les familles jouent un rôle prépondérant dans le développement de personnes et de sociétés saines. Comment peut-on renforcer les rouages internes de différents types de familles? Les économistes familiales se sont donné le but d'aider les familles à améliorer leur propre fonctionnement interne; cependant, puisqu'en pratique nous partons souvent du principe que nous sommes des expertes en résolution de problèmes, notre but n'est pas toujours atteint. Cette réalité est d'autant plus frappante lorsqu'on tient compte des valeurs, des cultures et des buts uniques des familles avec lesquelles nous travaillons.

Cet article propose une approche multidimentionnelle visant à fortifier le fonctionnement interne des familles qui vivent dans l'adversité. Il remet en question les anciennes hypothèses régissant notre profession de même que notre vision maintenant désuète du soutien aux familles, et encourage les spécialistes en économie familiale à examiner les méthodes et les approches actuellement utilisées dans la pratique *avec* et *pour* les familles.

Introduction

Eighty-five percent of the Canadian population lived in family units in 1986 (Statistics Canada, 1989). Even so, those family units were then, and continue today to be diverse in structure and function. For example, while over 80 percent are two-parent units, even for this type there are 14 or more variations within that two-parent form due to marriage, remarriage, and child bearing, rearing and custody patterns. Over one-third of the husband-wife units do not have children. Many other structural groups are considered by people to be their familial groups, in that they carry out one or more of the functions which families are deemed to carry out. Thus, the ideal image of a family being two parents and their children, who are related by blood, marriage, or adoption, is not reflective of the diversity which is today's, and probably yesterday's, reality. While definitional arguments about "what really constitutes a family" continue to dominate much of governmental action for families, the reality is that no single pattern can appropriately represent the unit which serves to meet the familial needs of people.

The logo for 1994's International Year of the Family describes families as the world's smallest democracy and acknowledges this unit as central to all societies. Carrying out these key family responsibilities is far from easy. Today's family units, whatever the structure, have been viewed as being under siege. Economic and social conditions have created unpredictable circumstances which impact on the most central operations of the family: feeding, housing, socialization, caregiving, providing social and economic support, and intimacy. For example, looking only at economic indicators, the National Forum on Family Security (*Edmonton Journal*, May 4, 1993) reported that Canada's families in 1993 are facing the erosion of living standards and widespread economic and social insecurity. The age distribution of family poverty has shifted from Canadians 65 and over to those under 25. The poverty rate for single mothers with dependent children is 62 percent and rising. The number of Canadians on welfare is over 2 million, 40 percent of whom are children. In 1991, sixteen percent of Canadians were living below the poverty line.

Dianne K. Kieren, PhD, PHEc, is a Professor of Human Ecology at the University of Alberta. She is Co-Chair with Margaret Arcus of the CHEA Committee for the International Year of the Family.

This is a revision of a paper presented at the Canadian Association for Research in Home Economics Annual Meeting, Learned Societies Conference, Ottawa, Ontario, June 3, 1993.

How well any family functions has a great deal to do with how well it can accomplish not only the predictable daily activities of feeding, housing, socializing its members, or managing the household, but also handling the unpredictable events such as economic downturns, which continually challenge these units. Thus, many family scholars would argue that the quality of the internal family environment is a key element in the overall health/wellness of family units and ultimately in the health and wellness of the nation and the world (Bronfenbrenner, 1978; Dokecki & Moroney, 1983). The internal functioning of familial groups is of critical importance, not just to family scholars or practitioners, but to those who depend on these units to prepare, support, and sustain individuals in a complex world.

We continue to operate in a milieu where family interaction is taken for granted. Just living together is believed to foster effective interaction. Individuals are expected to be able to take on familial roles with little or no preparation. In addition, this view that familial roles are automatically acquired has accentuated the belief that families are also self-sufficient in carrying out their functions. When things in families do go wrong or the group cannot reach expected levels of satisfaction, social concern and support is more likely to be placed at the rehabilitative rather than the developmental or enrichment levels. In addition, economic pressures on public and private social and educational agencies have led to an even greater isolation of family units from the necessary external assistance which could support families as they attempt to take on even more complex interpersonal functions. For example, governments and social agencies are increasingly transferring existing care programs for the elderly, the infirm, the mentally and physically disabled to families with no accompanied transfer of services or funds. The rationale for such action is couched in arguments that governments should not be intrusive in family functions, such as care of its members, and of course in terms of the money that such action would save for governments. Few comments are made about the costs to individuals and families. This leaves family units overwhelmed and undersupported.

The Home Economics Mandate

Home economists have long embraced objectives which focussed upon strengthening and enriching the internal functioning of family units. One must question, however, how successful we have been, and how willing we are to critique our ways of knowing and doing. As we anticipate the celebration of International Year of the Family in 1994, it is timely to review and critique home economists' attention and efforts to "build the smallest democracy at the heart of society." One of the principles that underlies the United Nations' proclamation of International Year of the Family supports such attention:

> The family constitutes the basic unit of society and therefore warrants special attention. Hence, the widest possible protection and assistance should be accorded to families so that they may fully assume their responsibilities within the community, pursuant to the provision of the Universal Declaration of Human Rights, the International Covenants of Human Rights, the Declaration on Social Progress and Development; and the convention on the Elimination of All forms of Discrimination against Women (United Nations, 1994 International Year of the Family).

Looking critically at those aspects of home economists' practice which have focussed on improving the family's internal functioning, one could suggest that such practice has been limited by its unclear notions of the desired outcome of family effectiveness, its incomplete application of the ecological philosophy, its middle class bias, and its tendency to view the role of the home economist as an expert problem solver. This paper addresses these limitations, and challenges home economics practitioners and researchers to revise current practice modalities to meet families' objectives for effective interaction.

Achieving Effective Family Functioning Under Conditions of Adversity

Defining the desired outcome

What makes one family "effective" and another family "ineffective"? The answer to this question continues to elude family professionals. Home economists are not the only group of professionals who have proceeded to plan programs and design research without a clear understanding of what is meant by family effectiveness. While research evidence is partial at best in answering the question posed earlier, we act in our research conceptualizations and our practice designs as though we have an accurate picture of family effectiveness. Our notions of effectiveness, usually derived from incomplete research evidence and a good bit of our own ideal images of family life, have a decided impact on the research we conduct, the programs we offer and the measures we use to determine our success or failure in implementing those activities.

In the past fifteen years there has been an increased level of research on the strengths of familial units after many years of focussing on their difficulties. In these efforts, the concept of family health or wellness has been used to characterize effective functioning, assuming perhaps that everyone knows what health is. Unfortunately, the general concept of health carries its own baggage. Years before the concept was adopted by family practitioners, Offer and Sabshin (1966) categorized four different and quite disparate views of health. The most common definition of health is a negative definition, in that health is defined as a state or condition characterized by an absence of pathology. The second view is one in which health is defined ideally as an ultimate goal characterized by a level of optimal functioning which few individuals or families could ever achieve. For the more conservative assessor, health is determined statistically as average levels of functioning. The fourth view is a more dynamic view of health, a transactional one which takes into account process dimensions which change over time. It is easy to see that very different groups of healthy families would be identified if one were to use different definitions of health. The absence of pathology model is so strong as a definition of family health that families themselves often have difficulty seeing that they are, or can be, effective units.

The conceptualization of family health is critical in that it establishes the parameters around the phenomenon of family interaction. These parameters include the desired outcomes, the influential factors in affecting those outcomes, the view of the players in achieving the outcome, the effect of the context, and its role in the process of achieving the ultimate objective.

Incomplete application of the ecological philosophy

When we consider efforts to facilitate effective family functioning under conditions of adversity, the view that we have the family *as an* environment (who are the members and how do they interact?) and the view of the family *in its* environment (what is the nature of the external environment and how does the family operate in this contextual world?) are two elements that cannot be ignored. These two elements are inextricably related to one another, as has been demonstrated time and again by systems analyses. Familial units are both actors and are acted upon. Conditions of adversity can arise both internally and externally. While it is more common to attribute problems and difficulties to individuals and families, many of the situations are beyond any one person's or family unit's control. Thus familial and professional responses cannot be developed to facilitate more effective familial functioning without acknowledging and managing the impacts of larger systemic forces (e.g. norms, values, governmental policies, a culture of poverty, discrimination). Effective family facilitators cannot merely work at the micro level; they must give equivalent attention to the macro environment.

One of the key uniquenesses of the home economics profession has been its stated focus on the family as a total functioning unit as it engages in daily problem-solving activities associated with living in a constantly changing personal and physical environment. The philosophy of the field has been ecological. For home economists, this focus on families is not merely to study and reflect on family functioning. Instead it has a decided practical orientation typified by a preventative focus and exemplified by professional objectives which are directed to assisting the family and its individual members in creating an environment which would allow it to function effectively. Home economists are interested in taking what is known about the family as a social environment and what is known about the family in its environment and applying this knowledge in specific situations. Unfortunately, professional practice in home economics has had a decided micro focus, even though it has espoused a broadly based ecological orientation. By this I mean that the emphasis on the family in its environment has defined the environment as the family unit in its home or house rather than in its community or social world. On balance, the interest in the wider macro environment has been sparse, and, when such an interest has been taken, it has not put the issue of facilitating family functioning within the broader context of existing social, historical, and economic conditions and government and social policies. One might suggest that the micro efforts of home economists to facilitate family functioning, while effective at that level, have been watered down and in some cases counteracted by these external factors. It is time that our practice modalities recognize the fact that, without a balanced attention to these external factors which often create conditions of adversity for families, we will continue to see our efforts limited to fixing up the irritations when in reality the whole system needs an overhaul.

Middle class bias

Home economists still direct most of their programmatic efforts to the white, middle class population, who more typically read pamphlets, attend workshops, and listen to TV or radio broadcasts. While it is readily agreed that all families need support for their internal functioning, it is more difficult to address the needs of families whom we ourselves do not understand. Most models of family health have been developed from our information about white, two-parent family units. The information gap for the full variety of family types is large (See, for example, McGoldrick, 1982; Schwartzman, 1983). Such circumstances present challenges to home economics educators, practitioners, and researchers.

Emphasis on the practitioner as expert problem solver

In the book, *The Home Economist as a Helping Professional* (Kieren, Vaines & Badir, 1984), the role of the home economist is described as a helper. Helping may incorporate many practice philosophies. Helpers have been viewed in many different ways: as expert problem solvers, as support persons, or as facilitators. Each of these views has a particular view of the helper, the person or group being helped, and the expected and desired outcome of the interaction process.

When a professional home economist views the practice orientation as *acting as an expert problem solver*, it is most typical to assume that the helper is all-knowing. Not only is the helper expected to have all the answers, but, when working with a family, it is the helper's responsibility to discover and provide the answers. In this case the family members are typically viewed as inadequate, inexpert, lacking knowledge, incapable of coming to a discovery themselves. Such a view assumes that the helper must provide the answers.

The view of the helper as a *support person* is slightly different. In this case the helper only provides some information. The helper's primary role is to provide emotional and other assistance to encourage the family to arrive at its own solution. The family being helped is perceived as being able to act, but is viewed by the professional helper as inadequate in some areas and, in particular, in need of emotional support. The helper provides this support to build the confidence level to a sufficient state so that appropriate decisions can be taken.

In the third case, *the helper as facilitator*, both parties in the helping process have expertise to share and both have responsibility to listen to each other in order to understand the issues and to work with each other in order to act toward their solution. The helper has multiple roles as supporter, informer, critic, or listener, depending upon the needs of the family unit. The family group is viewed as an expert in identifying personal and family needs. It is also viewed as being resourceful and able to chart its own outcomes and processes. The family within this orientation is the major decision maker.

While home economists may be found performing all of these helper roles, they, like most professional helpers, have fallen prey to the appeal of being the expert, and as expert have enjoyed the power that has been associated with this role. It is time to critique the impacts of such an unbalanced power position. Home economists from the critical science perspective (Hultgren & Wilkocz, 1985; Morgaine, 1992; Peterat & Vaines, 1992; Vaines, 1988) have provided useful models for this critique.

Enriching the Internal Family Environment: Some Radical Suggestions

The above examples suggest that our practice modalities, including some of our basic premises for research, are in need of critique and possible reform. To effect such changes in our practice modalities, we need some radical changes in how we think about and do our work with families and with those other institutions and groups which shape the environment within which families live and work. We will all differ in terms of what we think is "really radical" because for some individuals any change, particularly in this volatile work environment, is radical.

The following are provided as "thought provokers" rather than finished recommendations for those professionals who are concerned about facilitating familial groups in achieving more effective or healthier levels of functioning. They will become finished as they are discussed, critiqued, and tested out in your own work.

Some radical suggestions

1. Families:

Give up the definitional argument: Acknowledge families as diverse caregiving units

We have just come through a period of scholarship when the concept "family" was very rigidly defined as "a husband and wife and their children related by blood, marriage or adoption." Margaret Eichler (1988), a Canadian sociologist, among other scholars, has labelled these views of family as monolithic and ethnocentric. Such a singular view or definition compares unfavorably with the reality of data which we have gathered about families. She suggests that any referent to **the** Canadian or **the** American or **the** European family is a myopic view of the wide diversity which is evident in family structure, relationships, and family operations. To operate with such an inaccurate and biased definition places immediate limitations on the development of appropriate responses to the needs of these groups in the complex times of the 90s and beyond.

In the 90s, discussions of definitions of family have taken a very political orientation. Instead of being inclusive, exclusive definitions have been proposed which protect and promote certain views of appropriate living arrangements, sexual orientations, and even decisions about childbearing. Rather than continue these unproductive arguments about an exclusive definition, we should be using our energies to understand why persons are living as familial units and to acknowledge their roles and functioning in providing for the needs of the members.

Eichler has suggested that families operate to accomplish primary and secondary functions. Primary ones are procreative, socializing, sexual, residential, socio-economic, and emotional. Secondary ones are social, religious, and ethical. Families do not, however, operate at the same level in each of these areas. When describing how a particular familial unit functions or operates, she suggests we must describe their functioning on each of these dimensions on a continuum rather than by describing whether they handle the function or not. This focus on variety of functions allows professionals like home economists to avoid too narrow a familial focus for their practice.

Squash the WASP: Acknowledge, explore, and serve families' cultural and ethnic diversity.

Very little is known about functioning in various types of family structures or across cultural and ethnic bases. What little has been done in this area suggests that we will not be able to establish a single healthy family model. Cultural expectations do influence how families operate to satisfactorily meet the demands placed on them from within or without. David Olson's work on the Circumplex Model of family health (Olson, Russell, & Sprenkle, 1983) has noted that different levels of cohesion and adaptability are required by families of different cultural and ethnic backgrounds to accomplish effective functioning. In doing research on healthy family functioning in these unique cultural groups we must protect ourselves against the danger of finding what we want to find in order to fit old or favorite models of family and family functioning. Instead it is important that we continue to ask questions related to the cultural and ethnic influences on family health and let the data describe what is there.

Be clear about where we are going: Take a holistic and transactional view of family health.

Our definitions of family functioning and family wellness are at the crux of developing appropriate practice orientations. This is because these definitions are frequently used as outcome measures of any type of preventative professional exchange between professionals and family units. What are professional home economists using as the measure of success for their work with families? What is the base line? Are these measures culturally sensitive? How do professionals and indeed family units themselves determine when they are functioning well or have achieved a state of wellness in their relationships? These are important and complex questions. The simplistic views of health, which suggest it is an average state of functioning or an absence of pathology, and the unrealistic ideal definitions of health must be challenged.

Family groups are social systems which operate in similar ways to other social systems. Some of the key principles which characterize social systems are: the interrelationships between parts, the importance of information exchange to both maintain the status quo and to implement change, the fact that they do have boundaries, and that there are impacts from within and without on the system. Families experience both internal and external demands. In some cases, the demands are strong enough to act as stressors which upset the manner in which the group normally functions and which demand new responses. Examples of internal demands are: developmental changes of family members, meeting daily needs, socialization demands, tension between members, structural change, low motivation. External demands are economic changes, high societal expectations, changes in the systems with which the family deals, unexpected crises (war, political turmoil), intrusion of other systems, tax increases.

Family researchers in the last decade have spent much important time and effort on the problem of identifying the qualities which distinguish various family groups on a "healthy" or "well-functioning" dimension. This has been a welcome shift in focus from an identification of problems to a problem solving or functioning orientation. We need to critique the simplistic deficit model of family functioning and acknowledge that all families can achieve effective functioning. We need to study the various transactional processes which contribute to what families need and want to accomplish. In this inquiry we need to set some priorities about studying families with different structural, ethnic, and cultural characteristics. Numerous theories and lists of characteristics have been identified to describe family groups which are on the successful end of functioning (see for example, Walsh, 1982). Family health is more than the sum of a list of characteristics: one must look at the relationship between these characteristics and how these are affected by environmental circumstances. Today family scholars are attempting to describe how different types of families operate when they are able to meet their individual and family needs. They are using tests of theory about family functioning as well as conducting empirical research with families who consider themselves to be functioning well. We must guard against seeking a single formula for healthy family functioning while at the same time we still attempt to base our work on what is known about family functioning rather than on what we believe to be true.

Do as you say: Put the ecological philosophy into practice.

The home economics philosophy, as stated, is an appropriate philosophy to direct our practice to address both the source and impact of familial concerns. Unfortunately the micro focus on internal family functioning tends to contribute to an incomplete application of the philosophy. In addition, such a focus puts the family in the position of being the victim. To put this ecological philosophy into practice requires that home economists become more active in shaping the external environment which affects families and in developing practice modalities which encourage families to act directly in shaping their environment — in both changing negative policies and becoming more politically active. Only a few attempts (e.g. Ooms & Preister, 1988) have been made to identify the key environmental elements which must be present to allow family resources to be utilized. Such efforts need to be expanded. Home economists need to become more visible as proponents and challengers of the current environment of families. For example, in Alberta, the government has adopted a Family Policy Grid (Alberta Premier's Council in Support of Families, 1992). This grid is to be used by government and social and private agencies to evaluate existing social policy affecting families and to assist in the development of new "family sensitive" policy. While home economists have been involved in the development of the grid, where are the home economists who currently work with families and see the effects of insensitive governmental and social policies in monitoring and implementing that grid?

Kill the myth of self-sufficiency: Recognize and fight for the need for appropriate supports to families

It is safe to say that all family groups possess some resources and have the potential of developing others. Whether families can be self-sufficient in today's complex world, however, is doubtful. It has been pointed out numerous times (Demos, 1989; Mancini & Orthner, 1988) that the self-sufficient family is a myth. In the U.S., where the ideal of self-sufficiency is well established in the notion that all families can control their own destiny and social policies ought not to be sensitive to special interest groups, the data show that vast numbers of American families are not self-sufficient. In fact, the most dependent group, children, are most at risk. Moynihan (1986) reported that, in 1984, 34 million people in the U.S. were poor. While children were only 27 percent of the overall population, they accounted for 40 percent of those who were poor. In Canada the statistics tell a similar story: 40 percent of the Canadians who are on welfare are children. Of the 4.2 million Canadians living below the poverty line in 1991, 1.1 million are children. This means that one out of every six Canadian children lives in poverty.

Home economists need to "speak up, speak loudly, speak often and speak clearly" about the family impacts which current transfers of responsibility without concommitant transfers of support have on present and future family functioning. They need to seek out hard data acquired through research which will demonstrate these impacts to stakeholders who demand this type of evidence. Home economists need to work more collaboratively with other groups who have family interests to accomplish this difficult task (Pray, 1991; Schon, 1983; 1987; De La Cancela, 1989). No longer can we remain politically naive and uninvolved.

2. Family Practice

Open the practice door: Evaluate the old philosophies and methods of practice in the field.

One model of helping, the expert problem solver model, sets home economics practitioners apart as those knowing the answers about home and family issues. Whether an outsider can ever be the expert about family life is debatable. It is clear that while families may not have all the factual information, they will continue to be the experts about their own realities. Unless we are willing to share the expert power with them, we will continue to develop and implement practice modalities that fail to engage families and their members in developing and effecting their own solutions.

No single practice orientation will suffice to handle the complex family issues of the 90s and beyond. There are times when one must bring information and facts, and others when this is inappropriate. The real issue is the development of a repertoire of practice modalities which suit the situation. Developing the appropriate repertoire of practice modalities requires continual evaluation and creative action. It is encouraging to see that home economists are beginning to do just that (Morgaine, 1991; Peterat & Vaines, 1991; *People in Practice in Home Economics* Series).

Stop blaming the victim: Look to change other aspects of the system

Morgaine (1992) suggests that in this evaluation we must go beyond the "helper as preventer of social ills paradigm" in order to address the entrenched, complex needs of children and families. In a recent article, she argues that prevention can no longer be relied upon to break the cycle of various social ills. Prevention programs have been criticized for their focus on cost effectiveness and for their emphasis on short-term results rather than the facilitation of long-term change (Heller, 1990). In addition prevention models have been deemed inappropriate to handle moral, social, or political problems. Rappaport (1987) argued that the image of people or families in need in the prevention model is one in which they are "child like" in their approach to handling difficulties. This type of view leads to the development of practice models, such as the previously described"helper as expert problem solver," which characterize professionals taking on parent roles in their efforts to help people and families in need. In such a practice model, an ecological view of problems has not been implemented. This often leads to attaching responsibility for a social problem to the person experiencing the difficulty. The social conditions which have contributed to this situation are ignored or minimized. Prevention programs have also been normatively driven, even though the rhetoric of prevention models claims

A professional reflection guide:
Utilizing an empowerment paradigm in professional practice requires that professionals engage in their own critical reflection of their own experiences and self-transformation as a person, a family member, and a professional.

1. What were your experiences of family life as you were growing up?
2. What was good about them and what did you want to change if and when you had your own family?
3. How do you think the parenting and family life you experienced influences the family values, views of family health which you believe are important in your practice philosophy and implementation?
4. Exercise to Apply Empowerment Principles
    a. Review your current practice philosophy. What is the nature of your practice repertoire? Is it a repertoire or a single practice modality? What are the essential views you have of the helper, the helpee? What are your indicators of family health? How are they used in determining how you work with family groups or how you study family research questions?
    b. What changes would you like to make to your practice philosophy? How might you expand your repertoire or build in the notion of shared power and empowerment?
    c. If you were to utilize empowerment in your professional practice, how would you approach the personal transformation to peel back the layers of your own personal experiences in order to utilize this participatory model? What challenges would such a shift in practice have for you personally?
    d. How might you handle these challenges?
    e. What benefits might be accomplished?

an interest in cultural appropriateness, the appreciation of differences, and ecological influences.

Empowerment has been suggested as an alternative practice paradigm to the older prevention oriented practice models. Family theorists involved in clarification of this concept have come up with the following definition:

> "an intentional, ongoing process centered in the local community, involving mutual respect, critical reflection, caring and group participation, through which people lacking an equal share of valued resources gain greater control over those resources" (Allen, Barr, Cochran, Dean, & Greene, 1989, p. 2).

Rappaport (1987) emphasizes the processual dimensions of the concept of empowerment in that he sees it as a mechanism uniquely crafted by people, organizations, and communities to gain mastery over their affairs. Current definitions of empowerment insist on the cultural relevance of such mechanisms and respect for the ecological elements including the social and institutional structures which play such an important role in mediating between the social institutions and the persons involved.

The key elements of an empowerment practice model are:

- an ecological view of the problem and its solution,
- a respect for historical and cultural contexts,
- an appreciation of life changes occurring in a longer time perspective,
- a new vision of the participants in the change process: the persons usually viewed as clients are viewed as participants, as co-teachers/learners, as collaborators; the persons typically viewed as professionals are viewed as colleagues, collaborators, co-teachers/learners.

Personalize change: Look to confront old biases and limitations

Adoption of the above assumptions such as sharing the power is unsettling. Home economists will find themselves asking, What role do I have if I am not the expert? How can I act as a co-participant? Any review of the practice orientation of the field has to include a personal review. One's view of the practice process is a part of one's personal philosophy. It has been amply noted that one's views can either assist or interfere with the achievement of the goals of professional practice. For that reason it is important for home economists to constantly review and revise their professional practice.

The critique and revision of practice philosophy has already begun in home economics. The American Home Economics Association has redefined empowerment as its professional mission. Publications dealing with reflective practice in international home economics work also highlight the use of this framework in practice (Vaines, 1988; PIPHE series). Newer programs for children and families have utilized the assumptions and principles of empowerment (Cochran, 1986; Cutting, 1987; Fay, 1991; Morgaine, 1991). Home economists working in school contexts have also developed curricula and shaped practice based upon these principles (Hultgren & Wilcocz, 1985).

A cornerstone in determining the success of these programs is a personal transformation of the home economist her- or himself. Such a personal transformation allows people to critically reflect on their own life experiences in order to appreciate the links between the personal, private, and public worlds in their families, communities, and societies. Personal transformation and empowerment are therefore important complementary processes.

Look to the future: Redesign curricula and practice experiences

The home economist of tomorrow must be a student of families' worlds. The study of economics, political science, philosophy, anthropology are not merely background disciplines, they are the tools to develop the new professional's ecological perspective and practice modality. Our students need to be participants rather than observers in the political process which influences families. They need to be encouraged to develop their leadership skills at the macro level of the Faculty and University community in order to prepare them for their roles as political movers and shakers rather than adapters to the current social milieu.

Professional home economists must continually examine their practice paradigms in order to be sure that they allow for the development of wellness outcomes which go beyond knowledge and skills and which not only encourage individuals and families to make appropriate behavioral change in their lives and actions but also address changing the social conditions which create and sustain family issues (see Darling & Buboltz, 1980; Morgaine, 1991; Peterat & Vaines, 1992; Vaines, 1988). The empowerment model demands an involved and critically sensitive professional. Practice solutions based upon reflective practice cannot be "bought off the rack" — they must be developed in concert with those with whom we work. The benefits however are reciprocal — the increased involvement and participation of both parties in the process leads to professional growth as well as increased family health.

Are we ready to think and act more radically? We can't afford to say no. ☐

References

Alberta Premier's Council in Support of Families (1992). *The family policy grid.* Edmonton, Alberta: Author.

Allen, J., Barr, D., Cochran, M., Dean, D., & Greene, J. (1989). Empowerment through family support. *Networking Bulletin: Empowerment and Family Support, 1*(1), 2.

Bronfenbrenner, U. (1978). Who needs parent education? *Teachers College Record. 79,* 767-787.

Cochran, M. (1986). The parental empowerment process: Building of family strengths. In J. Harris (Ed.), *Child psychology in action: Linking research and practice* (pp 12-33). London: Croom Helm.

Cochran, M. (1991). Child care and the empowerment process. *Networking Bulletin: Empowerment and Family Support, 2*(1).

Cutting, E. (1987). *Parent education as empowerment: A case study.* Unpublished master's thesis, University of Minnesota, St. Paul, MN.

Darling C., & Buboltz, M. (1980). Public policy and the family: An integrative course. *Journal of Home Economics, 72,* 20-23.

De La Cancela, V. (1989). Minority AIDS prevention: Moving beyond cultural perspectives toward socio-political empowerment. *AIDS Education and Prevention, 1*(2), 2141-2153.

Demos, J. (1989). *Past, present and personal,* New York: Oxford University Press.

Dockecki, P., & Moroney, R. (1983). To strengthen all families: A human development and community value framework. In R. Haskins & D. Adams (Eds.), *Parent education and public policy* (pp. 40-64). Norwood, New Jersey: Ablex.

Edmonton Journal. (May 6, 1993). Families suffer while politicians cut back, academic group says. Edmonton, Alberta: Author.

Eichler, M. (1988). *Families in Canada today: Recent changes and their policy consequences.* 2nd edition. Toronto: Gage.

Fay, B. (1977). How people change themselves: The relationship between critical theory and its audience. In T. Ball (Ed.), *Political theory and praxis: New perspectives* (p. 200-233), Minneapolis: University of Minnesota Press.

Heller, K. (1990). Social and community intervention. *Annual Review of Psychology, 41,* 131-158.

Hultgren, F., & Wilcocz, J. (1985, December). *Human goals and critical realities: A practical problem framework for developing home economics curricula.* A paper presented at the annual meeting of the American Vocational Association, Atlanta, GA.

Kieren, D., Badir, D., & Vaines, E. (1984). *The Home Economist as a helping professional.* Winnipeg, Man.: Frye

Mancini, J., & Orthner, D. (1988). The context and consequences of family change. *Family Relations, 37,* 363-368.

McGoldrick, M. (1983). Normal families: An ethnic perspective. In F. Walsh (Ed.), *Normal family processes* (pp. 399-424). New York: Guilford.

Morgaine, C. (1991). Alternative paradigms for helping families change themselves. *Family Relations, 41*(1), 12-17.

Morgaine, C. (1992). Beyond prevention: A program for empowering professionals and parents. *Family Science Review, 5*(1-2), 65-84.

Moroney, R., & Dokecki, P. (1984). The family and the professions: Implications for public policy. *Journal of Family Issues, 5*(2), 224-238.

Moynihan, D. (1986). *Family and nation.* New York: Harcourt Brace.

Offer, D., & Sabshin, M. (1966). *Normality: Theoretical and clinical concepts of mental health, 1st ed.* New York: Basic Books.

Olson, D., Russell, L., & Sprenkle, D. (1983). Circumplex model VI: Theoretical update. *Family Process, 22,* 69-83.

Ooms, T., & Priester, S. (eds.). (1988). *A strategy for strengthening families: Using family criteria in policy making and program evaluation.* A report of the Family Criteria Task Force, San Francisco: American Association of Marriage and Family Therapists.

People in Practice: International Perspectives on Home Economics.

Pray, J. (1991). Respecting the uniqueness of the individual: Social work practice within a reflective model. *Social Work, 36*(1), 80-85.

Peterat, L., & Vaines, E. (Eds.). (1992). Lives and plans: Signs for transforming practice. *American Home Economics Association Teacher Education Section Yearbook.* Peoria, IL: Glencoe.

Rappaport, J. (1981). In praise of paradox: A social policy of empowerment over prevention. *American Journal of Community Psychology, 9*(1), 1-25.

Rappaport, J. (1987). Terms of empowerment/exemplars of prevention: Toward a theory for community psychology. *American Journal of Community Psychology, 15*(2), 121-147.

Schon, D. (1983). *The reflective practitioner: How professionals think in action.* New York: Basic Books.

Schon, D. (1987). *Educating the reflective practitioner: Toward a new design for teaching and learning in the professions.* San Francisco, CA: Jossey-Bass.

Schwartzman, J. (1983). Normality from a cross cultural perspective. In F. Walsh (Ed.), *Normal family processes* (pp. 383-398). New York: Guilford.

Statistics Canada. (1989). *The family in Canada: Selected highlights.* Cat. # 89-509.

United Nations. (1992). *1994 International Year of the Family.* Vienna: Author.

Vaines, E. (1988). The reflective practitioner: Reflecting on helping for the 21st century. *People in Practice, International Perspectives on Home Economics,1*(1), 1-37.

Walsh, F. (Ed.) (1982). Normal family processes. New York: Guilford.

Growing family insecurity: A National Forum

by David Ross

The newly formed National Forum on Family Security contends that the central issue of our times is the sense of insecurity felt deeply by a growing number of Canadian families. Unfortunately, none of the mainstream political parties addresses this issue. What they do address are single issues: expansion of free trade; the deficit; global competitiveness; privatization; population aging; education and retraining; family breakdown; child care; health care, violence, and so on. These single-interest political issues have no binding theme, and none alone represents the central concern of Canadians in the 1990s.

The Forum members do not deny the importance of these discrete issues, but if average Canadians do worry about them, it is because they want to know how they will affect their deteriorating security, and the futures of their children. Family security ought to be the main item on today's national political agenda. How all other issues are addressed and resolved should depend on how they influence the security and prospects of Canada's families.

The Forum was established in 1992 as a public interest initiative of the Children at Risk Programme of the Laidlaw Foundation, which provides financial support. The Forum's mandate is to commission policy papers and convene seminars under the direction of its Board, which is made up of nine independent volunteers from various regions and sectors of the social policy field in Canada. Its primary goal is to present informed perspectives and policy options to stimulate and guide national discussions on family security policies in Canada over the coming decade. Papers and workshops critically review how Canada and other western countries are responding to the changing economic and social circumstances of families.

The Forum proposes to address three contentions in sequence over the next three years:

One: The spread of economic and social insecurity among families in Canada; it is deep, extensive, and growing.

Two: The spread of insecurity is uncontained, and there is a feeling that it is not being addressed, that the political process is paralysed.

Three: Quantum shifts — not tinkering with public perspectives and policy changes — are required to address issues of family security. Finding the proper balance between public and private approaches will be a challenge. The shared commitment is eroding, and the individualization and privatization of risk is neither in the best interests of individuals and society nor morally acceptable.

On May 3, 1993, the National Forum released its keynote paper setting out its concerns. The paper cited the following facts:

- According to an *Angus Reid Poll* (fall of 1992): 50% of middle-income Canadians believe they are worse off now than they were five years ago; 63% expect their standard of living to remain the same or worsen over the next 10 years; and 54% expect their children will be worse off than they are.
- *Decima Research* (March 1992) reveals the following opinions: 82% (up from 68% in 1985) believe it is becoming more difficult to get ahead based on hard work and merit; 81% (up from 69% in 1983) believe we must make major changes in the way government operates; 76% believe economic difficulties are fundamental, not cyclical, problems; and 73% believe the jobs lost in the recession are gone forever.
- A nationwide mental health survey (summer of 1992) conducted for the Canadian Mental Health Association found that nearly 50% of respondents feel "really stressed out" at least part of every week, and one-third feel "really depressed" once a month or more; work and financial worries are the leading cause of depression; and stress levels have increased, with 38% of Ontario and Prairie respondents reporting more stress than they did two years ago.
- Since 1989, 415,000 full-time employment positions have been lost. Part-time workers as a proportion of all employed workers grew to 16.4% in 1991, up from 13% in 1980; and in October 1992, twice as

---

Ross, David. "Growing family insecurity: A National Forum", *Perception*, Vol 17, No. 2. Published by the Canadian Council on Social Development. Reprinted with permission.

many (30%) of them were looking for full-time work as in 1980 (Statistics Canada, *The Labour Force*).

- Even during relatively good times (1986-87), 22% of jobs paid less than $5 an hour, 40% less than $7; and only 17% of low-wage workers moved to higher paying jobs in that period (Statistics Canada, *Labour Market Activity Survey*).
- The proportion of Canadians living in poverty increased from 14.2% in 1980 to 16% in 1992, an increase of 877,000 people. The number of people caught in the last layer of the safety net (welfare) now exceeds two million, 40% of whom are children (Statistics Canada, *Income Distributions by Size,* and information supplied by Health and Welfare Canada).

The Forum has commissioned seven leading Canadian thinkers in a number of fields to write papers on family insecurity from a variety of perspectives: economic, political, sociological, demographic, and cultural. The first round of Forum papers, which will highlight the nature, extent, and causes of growing economic and social insecurity, will be published in a book and distributed by the CCSD in September.

The authors are Diane Bellemare, Maurice Champagne, Judith Maxwell, Susan McDaniel, Craig McKie, Fraser Mustard and Michael Valpy.

Local workshops will be held in the fall and spring to discuss the papers. Some will be organized by Forum members, and it is hoped that other groups will use the material to organize their own. Subsequent commissioning of papers and rounds of activity will focus on the issue of policy paralysis and imaginative new responses. ☐

For more information, contact:
David P. Ross
Chair and Managing Editor
National Forum on Family Security
(613) 728-1865.

CALL FOR RESEARCH ABSTRACTS

The Canadian Home Economics Association in conjunction with the Canadian Association for Research in Home Economics announces a call for abstracts of research to be considered for presentation at the research session of the 1994 CHEA/AEFQ Conference, Quebec City, Quebec, July 3-6, 1994. The conference theme is: "Family, the heart of society."

Abstracts may be submitted in English or French and should be forwarded to:

Marie Lachance
Département de nutrition humaine
et de consommation
Pavillon Paul-Comtois
Université Laval, Québec, G1K 7P4

Abstracts should be received no later than February 25, 1994.

For information regarding the abstract, contact Marie-Claude Tremblay: (418) 656-3546.

PROPOSITION DE COMMUNICATION

L'Association canadienne d'économie familiale, en collaboration avec l'Association canadienne pour la recherche en économie familiale, est à la recherche de propositions de communications à être présentées dans le cadre du Congrès de l'ACEF, organisé en collaboration avec l'Association d'économie familiale du Québec. Le congrès se tiendra à Québec, du 3 au 6 juillet 1994 et aura pour thème : « La famille, au coeur de la société. »

Les propositions doivent refléter clairement la problématique, la méthodologie suivie et démontrer leur originalité. Il n'est pas obligatoire que le sujet de recherche soit relié au thème du congrès.

Les propositions peuvent être présentées en français ou en anglais et doivent parvenir à l'adresse suivante avant le 25 février 1994 :

Marie Lachance
Département de nutrition humaine
et de consommation
Pavillon Paul-Comtois
Université Laval, Québec, G1K 7P4

Toward an Ideal of the Person Educated in Home Economics: An Invitation to Dialogue

Jane Thomas and Gale Smith

Abstract

Recent attempts in home economics education to affiliate with vocational or career education initiatives have ignored the philosophical perspective of the field and the specific educational ideals to which the field aspires. This paper examines the educational ideals implicit in Brown's (1980) conception of home economics education. The dispositions and attributes explicated from Brown's conception are then extended in light of contemporary critiques in education. Some implications for practice are discussed. The paper ends with an invitation to dialogue.

Résumé

Les récentes tentatives pour affilier les cours en économie familiale à l'enseignement professionnel n'ont tenu compte ni du courant philosophie actuel en économie familiale ni des grands objectifs de cette discipline. L'article étudie les buts implicites de la conception de Brown (1980) sur la formation en économie familiale. On pousse les modalités et les caractéristiques de sa vision plus loin, à la lumière des critiques actuelles dans le domaine de l'éducation; on y présente ensuite des possibilités d'application. Pour terminer, l'article invite au dialogue.

The past decade in Canada has seen considerable discussion regarding future directions for home economics education (Peterat, 1984; Proceedings of a Canadian Symposium, 1991). This discussion has generally centered on issues related to the conceptualization of home economics in school curricula, the perceived overlap of home economics content with other school subjects, and the compulsory status of home economics education in school programs (Peterat, 1989). Such discussion seems to be initiated when home economics is threatened in either post-secondary or public school settings.

Recently, economic restraint and changing educational philosophy have contributed to apprehension about the place of home economics education in the public school curriculum, and some home economics educators have begun to explore opportunities for affiliating with current vocational or career education initiatives (e.g., see Paris, 1989). However, such investigations may be problematic, for, in the concern for survival, the unique philosophical perspective of the field is often ignored. In particular, little attention is devoted to considering what it means to be educated in home economics and the specific educational ideals to which the field aspires. This is an important consideration, for it is presumably such ideals which guide program development and influence curricular decision-making (Peterat & McLean, 1982).

In this paper we examine educational ideals in home economics, and extend Brown's (1980) conception of home economics education as a foundation for explicating an ideal of the person educated in this subject. To create a context for discussion, we begin with a brief overview of the notion of the educated person in relation to educational ideals. We then review Brown's (1980) analysis of home economics education, and identify the dispositions and attributes of a person educated in home economics that are implicit in Brown's conception. We suggest that this ideal requires further explication and extension in light of current educational research and writing, and argue that it reflects a conception of home economics as general education for all students. We conclude with a discussion of implications for practice and possibilities for further deliberation and dialogue.

Educational Ideals and The Educated Person

All educational endeavors embody values. The subject matter of programs, for example, represents value-judgments about what knowledge is of most worth and how such knowledge should be used. Similarly, the goals of educational programs reflect certain valued ends, and implicit in these ends are particular views of the kind of people students should become and of the kind of society in which they should live (Eisner, 1985; Giroux & Simon,

---

Jane Thomas is a consultant with the Vancouver School Board and a part-time sessional lecturer at the University of British Columbia. She holds a BHE, MA, and EdD (Curriculum and Instructional Studies) from the University of British Columbia.

Gale Smith is a doctoral student in education at the University of British Columbia, where her research interests are home economics education and global education. She holds a BEd and MA from the University of British Columbia.

Note: An earlier version of this paper was presented at the Canadian Symposium II-Issues and Directions in Home Economics/Family Studies Education, March 12-14, 1993, in Calgary, Alberta.

1989). Indeed, Peters (1967) argued that one's conception of education is ultimately based on an "ideal" of the person who is educated. According to Peters, such an individual will possess certain traits and dispositions which are developed through the process of education. It is reasonable to assume, therefore, that some ideal of the educated person is present either implicitly or explicitly in programs which are educational in their intent.

Increasingly, contemporary curriculum reforms in North America explicitly acknowledge the importance of educational ideals. In some cases, a vision of the person who is to be educated is used as a foundation for program development. For example, British Columbia's "Year 2000" curriculum framework described the program in terms of "the educated citizen," and identified specific characteristics of this educational ideal as part of the educational mandate for the province (B.C. Ministry of Education, 1990). While all curricular areas ultimately contribute to the development of an educated person in general, specific subject areas potentially make unique contributions to this ideal. In some cases, specific subject areas have articulated the attributes that should be developed in the individual who has been educated in the subject. The National Association for Sport and Physical Education, for example, recently developed a definition of "the physically educated person" which is intended to facilitate the assessment of curricular outcomes and the development of programs (Willis, 1992).

In home economics the notion of educational ideals has received limited attention (Peterat & McLean, 1982). To some extent this is not surprising, given conflicting perceptions about the aims and purposes of the field in general (Brown, 1985; East, 1980). However, as Peterat and McLean (1982) pointed out, consideration of an educational ideal in home economics programs would alleviate concerns that the field tends to "react to societal trends and pressures" (p. 186) rather than acting on the basis of rationality and reflection. Brown's (1980) conception of home economics education provides a useful starting point for examining educational ideals in home economics. Although we recognize that Brown's conception is not necessarily well understood or accepted by all within the profession, it is the only carefully reasoned and critical account which addresses the notion of what it means to be educated in this field of study. It should be noted that while Brown's work focussed specifically on home economics in school settings, it may also have implications for the professional education of home economists.

Explicating an Ideal of the Person Educated in Home Economics

Brown's Conception of Home Economics Education

Brown (1980) integrated Brown and Paolucci's (1979) definition of home economics and Peters's (1967) analysis of the concept of education to develop a conception of home economics education. In the first part of her analysis, Brown outlined the central features of home economics as described by Brown and Paolucci (1979). She reiterated the ultimate purposes (i.e., the mission) of home economics as enabling "individuals and families to build and maintain systems of action leading to individual self-formation, and to enlightened, cooperative participation in the critique and formulation of social goals and means for accomplishing them" (Brown & Paolucci, 1979, p. 23). She outlined the field's central emphasis as the practical problems of individuals and families in their everyday lives, the functions of families in meeting the needs of their members for food, shelter, clothing, and nurturance, and the pursuit of human happiness in a democratic society (see also Arcus et al., 1991). Three systems of action were identified as the basis for solving such problems: instrumental action, communicative action, and emancipatory action. Brown noted that these problems of individuals and families are not practical in a utilitarian sense, but are concerned with taking action in situations for which reflective decision-making or practical reasoning is required. The knowledge brought to bear in resolving such problems is interdisciplinary and broad in scope.

Brown then linked this conception of home economics with Peters's (1967) description of the concept of education. According to Peters, education is concerned with the development of knowledge (having beliefs which are justified by good reasons and evidence) and understanding (having the ability to explain, to reason, and to arrive at conclusions on the basis of adequate and accurate evidence). The learner is considered to be autonomous and to have the capacity for rational action and independent judgment. Thus the purpose of education (as opposed to other undertakings such as training or indoctrination) is to enable people to act on the basis of reason.

Using this conception of education in conjunction with Brown and Paolucci's (1979) definition of home economics, Brown conceptualized the central features of home economics education. She indicated that the field is centrally concerned with "developing the breadth of perspective, understanding, and values with which the student . . . will perceive and act upon conditions and problems of the family" (p. 103-104). According to Brown, as an educational endeavor, home economics seeks "less to solve specific immediate problems [of the family] . . . than to develop the capacities of students (1) to define problems of the family in historical-social context and (2) to participate in **enlightened and reflective solutions to those problems**" (p. 104, emphasis added).

Home economics education emphasizes the development of "conceptual systems [knowledge] which transform the individual's way of viewing the family and its relation to society" (p. 104). Brown argued that "with greater communicative competence regarding the family, with mature moral consciousness, and with realizing adequate interpretations of one's own feelings and motivations, the individual is both (1) wiser and happier in his/her own family life and (2) more capable of interacting with others on behalf of well-being of the family and of social evolution toward a free society" (p. 104). Problem posing, critical thinking, and communication thus appear to be important elements of the concept of home economics education as outlined by Brown (Thomas & Arcus, 1991).

Brown's Ideal of the Person Educated in Home Economics

Although Brown carefully developed a detailed conception of home economics education, she did not actually articulate or lay out the specific dispositions and attributes of the person who has been educated. An analysis of Brown's conception, however, suggests that a person who has been educated in home economics is one who:

1) Has a breadth of perspective vis-à-vis conditions and problems of the family. The person who has been educated in home economics under-

stands the significance of the family in society (i.e., its role in fostering human development and its potential contribution to the social, economic, and political well-being of society) and recognizes that there are many family realities with variations of similar problems.

2) Is able to define the perennial practical problems of the family within a socio-historical context. The educated person recognizes that families do not exist within a vacuum, but are influenced by society and by social conditions. The educated person also understands that the perennial problems of families are "context bound," that is, rooted in and influenced by personal goals, values, and beliefs, and by the specific characteristics of individual family environments.

3) Has developed knowledge and understanding of the perennial practical problems of the family (e.g., provision of food, shelter, clothing, lasting nurturing relationships; decisions about parenthood; the impact of the world of work on family life), and is able to draw upon the knowledge base of home economics in resolving these problems.

4) Uses the three systems of action (i.e., instrumental, communicative, emancipatory) in reflective decision making and problem solving and understands that all three systems of action should be brought to bear on problems of the family, and that each system enables viewing these problems from different perspectives. These human action systems not only facilitate survival of families, but they may also assist in improving the social and economic conditions of the family. Instrumental systems include the knowledge of "how to" and the development of skills for providing physical and other necessities. Communicative systems include the shared or inferred meanings, values, beliefs, and attitudes that are required for human interaction and which underlie reflective decision-making. Emancipatory systems enable individuals and families to move beyond coping or reacting to social, economic, or political pressures, towards exerting control over their own lives.

5) Has developed a moral consciousness vis-à-vis families and the conditions of families. The educated person expresses genuine concern for families and their well-being and acts on behalf of others. Moreover, such a person resolves practical problems through making judgments which are morally defensible.

6) Has developed the ability to communicate and can function more effectively in family relationships. The educated person values interpersonal relationships, and through home economics is able to enhance the relationships in which he or she is involved.

7) Advocates for the well-being of all families in a just society. The person who has been educated in home economics does not blindly accept the status quo, but engages in social critique and questions the taken-for-granted assumptions which impact on the well-being of individuals and families. Figure 1 (Column 1) outlines Brown's ideal.

Extending Brown's Ideal

Defining an ideal is a practical problem. As such, it is a quest for what ought to be. One feature of practical problems is that they are "not immune to rational criticism and change in light of further experience and reflection" (Coombs, 1986). During the past decade, educational writing and research suggest that the philosophical foundations upon which Brown's work is based may be somewhat limited, and that, in view of these developments, a re-examination of Brown's work is required. Because Brown drew extensively on Peters's (1967) conception of education in developing her conception of home economics education, we will begin our re-examination of Brown by considering Martin's (1981) critique of Peters.

Martin (1981) identified several limitations of Peters's (1967) conception of

THE PERSON EDUCATED IN HOME ECONOMICS

Brown's Ideal	**Extension**
Is one who	
. . . has a breadth of perspective vis-à-vis conditions and problems of the family	. . . has a global perspective vis-a-vis conditions and problems of the family
. . . is able to define perennial practical problems of the family within a social-historical context	. . . is able to define problems of the family including those resulting from biases and inequities such as sexism, racism, classism, homophobia, and other forms of structural violence
. . . has knowledge and understanding of the perennial practical problems of the family (e.g., provision of food, shelter, clothing; decisions about parenthood; the need for lasting nurturing relationships)	. . . has "connected knowledge" (Belenky et al., 1986) and the ability to recognize relationships vis-à-vis everyday life in families
. . . uses the three systems of action in reflective decision making and problem solving • instrumental/technical – knowledge of "how to"; e.g., provision of physical necessities • communicative – shared or inferred meanings, values, beliefs, attitudes • emancipatory – exerting control over one's life rather than coping or reacting – possibilities for social change	. . . endorses the use of all three systems of action as essential in addressing the perennial practical problems of the family
. . . has developed a moral consciousness	. . . has developed an "ethic of caring" which includes concern, commitment, nurturance, and sense of community
. . . has developed the ability to communicate and can function more effectively in family relationships	. . . listens to and knows that there are a variety of voices and perspectives within families and among families
. . . advocates for the well-being of all families in a just society	. . . advocates for the well-being of all families in a just global society

Figure 1

education and the ideal of the educated person. She argued that Peters's conception of education is theoretical and abstract, with little application to everyday life. She stated that "[this] educated person is an ivory tower person: one who can reason but has no desire to solve real problems in the real world" (p. 206). She indicated that Peters's educated person is individualistic and detached from the world, one who "will have knowledge about others but will not have been taught to care about their welfare . . . [who] will have some understanding of society but will not have to feel its injustices or even to be concerned about its fate" (p. 206). As well, Martin criticized Peters's ideal as patriarchal, that is, based on the values of the public or productive sphere which has traditionally been dominated by males. She suggested that such an ideal does not include or account for reproductive processes in the private sphere. Thus, she argued, "unless we reject the institutions of private marriage, home, family, and children and drop responsibility for carrying on the reproductive processes of society out of our lives, we must reject education ideals and theories which take no account of the tasks and traits associated with these processes" (Martin, 1984, p. 347).

However, the extent to which these limitations are evident in Brown's conception is unclear. For example, although not stated as such, Brown appears to have characterized the field in terms of everyday life, moral caring, and the values of the private sphere, which Martin claims are lacking in Peters's conception of education. Brown's use of "practical" to describe the type of problems appropriate for study in home economics illustrates this point.

According to Reid (1979), unlike theoretical problems (which are abstract, hypothetical, and academic), practical problems require action and are therefore not detached from the realities of daily life. Moreover, practical problems may be classified as either procedural or uncertain. While procedural problems require instrumental action (i.e., "how to"), uncertain practical problems may require other sorts of action. This latter type of practical problem may be resolved on the basis of either prudential reasoning involving individual wants, needs, or goals, and requiring communicative action, or moral/practical reasoning involving caring for others, honesty, and concern for social justice, and requiring emancipative action.

Brown's concern for moral consciousness implies both moral caring and moral reasoning, but it is not certain whether she embraced the feminist notion of "an ethic of caring" associated with moral reasoning in women and involving emotion and relation, or the patriarchal notion of "an ethic of justice" associated with moral reasoning in men and involving rationality (Gilligan, 1982; Noddings, 1984).

Although Brown used the notion of practical problems specifically in relation to the home and family, suggesting that home economics education is essentially concerned with "reproductive processes" and "the private sphere" (Martin, 1981), it might be argued that Brown's conception reflects a somewhat patriarchal bias. For example, Brown used the terms "autonomy" and "rationality" throughout her description of what it means to be educated and, according to some feminist writers (Belenky et al., 1986; Thompson, 1992), such language has patriarchal connotations. As Belenky et al. (1986) pointed out, the notion of autonomy implies self as separate from others, and suggests the likelihood of "fragmented knowing." In contrast, they described "connected knowledge" which assumes self in relationship. It includes consideration of the consequences of one's choices on the lives of others and the feminine values of caring, concern, connection, and community. Similarly, Thompson (1992) critiqued the patriarchal notion of rationality and suggested that practical problems require "analogical" methods, which result in action which may be less rational but nonetheless reasonable (p. 140).

Additionally, the work of some critical theorists (e.g., Apple & Taxel, 1987) suggests that Brown may not have attended well to issues related to inclusion, that is, gender, race, class, and sexual orientation. Although she frequently stated that a person who is educated in home economics ought to be able to identify forms of dogmatism and oppression, she does not specify what these might be. This suggests that there is a need to explicitly characterize the person who is educated in home economics as one who can identify racism, sexism, classism, homophobia, and other forms of exclusion. Moreover, the increased recognition of the world as a global society has contributed to considerable writing about the need for a global perspective as a part of educational ideals. While Brown does not use the terms "global perspective," Smith (1990) argued that it is in fact implied in her conception of home economics education.

The preceding indicates that Brown's conception should be extended to describe the person who is educated in home economics as one who:

1) Has a global perspective vis-à-vis everyday life and the family. The person who has been educated in home economics has knowledge of global conditions affecting the family, including: universal cultural values and practices of families; global interconnections related to family life; present concerns of the family; origins and past patterns of family life; and alternatives and future directions for everyday living in families. The educated person has the disposition and ability to use deliberation, dialogue, and practical reasoning to expand one's range of common moral understandings in working to build a world moral community (Case, 1991; Coombs, 1988).
2) Is able to define problems of the family, including those resulting from biases and inequities such as sexism, racism, classism, homophobia, and other forms of structural violence. The person who is educated in home economics is prepared to address both technical and uncertain practical problems (Reid, 1979).
3) Has developed "connected knowledge" (Belenky et al., 1986) and the ability to recognize relationships vis-à-vis everyday life in families.
4) Endorses the use of all three systems of action as essential in addressing the perennial practical problems of the family. The person who is educated in home economics uses moral/practical reasoning to resolve the uncertain problems of families as they are encountered in everyday life.
5) Has developed an "ethic of caring" which includes concern, commitment, nurturance, and a sense of community.
6) Listens to and knows that there are a variety of voices and perspectives within families and among families, and includes those that are marginalized and excluded.

7) Advocates for justice and the well-being of all families in a global society.

Figure 1 (column 2) outlines the extension of Brown's ideal to encompass these additional attributes of the person who is educated in home economics.

Conclusions and Implications

In accepting Brown's conception of home economics education and the implicit educational ideal, we have also accepted Brown's view that home economics is a general education rather than vocational education. This is an important consideration when discussing educational ideals, for, as we noted at the beginning of the paper, there is currently some debate about whether home economics should affiliate with contemporary career or vocational education initiatives. It is likely that this debate has its origins in the history of the field. In Canada home economics education (or domestic science as it was first called) was linked to industrialization and urbanization at the turn of the century (Sutherland, 1976). The changing nature of the workplace and deteriorating social conditions related to these events contributed to a new vision of schooling. According to some educational reformers of the time, schools had an important part to play in alleviating social ills, in preparing people for a new world of work, and in shaping families of the next generation. Thus, in the early part of the 20th century, a "new" education gradually took root.

As part of this new education, home economics education was classified as manual training and was considered by many to serve "a general educational purpose." In this regard, it not only developed manual dexterity, but it also had the potential to "stimulate 'the intellectual faculties'" (Sutherland, 1976, p. 189). Increasingly, however, domestic science was associated with training for the home, and was considered by many to serve two functions (Sutherland, 1976). It could provide training for potential domestic servants, and it could also support and strengthen the family through teaching homemaking. Indeed, it was generally believed at this time that a woman's life work (or vocation) was her family (Rury, 1984), and domestic science as "education for correct living" was intended to prepare girls for their "God-given place in life" (Stamp, 1977, p. 20).

The early years of home economics education in Canada thus emphasized vocational purposes, where the term "vocation" was used to encompass both the public and the private realms of people's lives. Increasingly, as more women enter the paid workforce and as more males undertake what has traditionally been considered to be "women's work" in the home, the conception of homemaking as a vocation is changing. It is reasonable to assume that today the work conducted in homes and families is viewed less as a vocation (i.e., an occupation, career, or profession) and more as a function of individual and family life.

Brown's rejection of home economics education as vocational education was based in part on the lack of a carefully reasoned account of the latter (Brown, 1980). A cursory review of literature suggests that such an account is still non-existent (Copa & Bentley, 1992). Brown argued that home economics and vocational education have inherently different purposes, processes, and content. She stated that "to define life in the family as an occupation . . . narrows the conception of the family to being nothing more than a center of production processes . . . [and ignores] the family as a center of communicative action and of emancipative activity" (p. 131). If general education is viewed as educating the whole person (Brown, 1977), then home economics has considerable potential for fulfilling general educational purposes and not exclusively vocational educational purposes. In this regard, its unique concern for addressing the challenges of everyday life in the private sphere of the family is particularly relevant. As Thompson (1992) pointed out, home economics is essentially a "basic education . . .[in that] . . .it is basic to human survival and to surviving humanly" (p. 183).

Articulation of an ideal of the person educated in home economics suggests a number of implications for the field. For example, a discussion of educational ideals speaks to the broad question of educational purposes, or what Perrone (1991) refers to as the "guiding principles that inform our [educational] practices" (p. 1). When considering an ideal of the person who is educated in home economics, therefore, we are really considering what it is that we most want students in home economics to know, to understand, to do, and ultimately to be in relation to the world. Such considerations are significant, for they constitute the philosophical foundation upon which programs are rationalized and conceptualized (Peterat & McLean, 1982). If we are clear about our educational ideals in developing our programs, then it is more likely that the philosophical and conceptual integrity of the field will be strengthened. Indeed, as Peterat (1991) pointed out, "arguments focussed on what home economics contributes to the development of an educated person are necessary to place home economics on a firmer foundation for the future" (p. 6).

Ideals can also serve as a lens with which to examine both our programs and our practices and the extent to which they are educationally relevant to home economics. Related to this is the extent to which, as a profession, we are content to continue to adhere to conventional wisdom or unquestioned traditions in home economics education; or, as Thomas and Arcus (1991) queried, "Why is the best scholarly work in the field not being utilized to a greater extent at the practitioner/developer level?" (p. 136).

Finally, articulating an ideal of the person who is educated in home economics creates new possibilities for discussion. Questions such as "what should we value in home economics education," "how should home economics make a unique contribution to the development of an educated person," and "what should be done to foster the development of the attributes and dispositions of the person educated in home economics" invite dialogue and compel us to consider "what should be our ideal."

References

Apple, M.W., & Taxel, J. (1987). Ethics, power and curriculum. *Illinois Teacher, 10*(5), 162-168.

Arcus, M., Daem, C., Fye, C., Gale, A., Johnson, P., Richards, R., & Vaines, E. (1991). *A brief statement of the home economics program at the University of British Columbia.* Unpublished manuscript.

B.C. Ministry of Education. (1990). *Year 2000: A framework for learning.* Victoria, BC: Author.

Belenky, M.F., Clinchy, B.M., Goldberger, N.R., & Tarule, J.M. (1986). *Women's ways of knowing: The development of self, voice and mind.* New York: Basic Books.

Brown, M. (1985). *Philosophical studies of home economics in the United States: Our practical-intellectual heritage.* Vol. I & II. East Lansing, MI: Michigan State University.

Brown, M. (1980). *What is home economics education?* Minneapolis, MN: University of Minnesota.

Brown, M. (1977). *A conceptual scheme and decision-rules for the selection and organization of home economics curriculum content.* Madison, WI: Wisconsin Department of Public Instruction.

Brown, M., & Paolucci, B. (1979). *Home economics: A definition.* Washington, DC: American Home Economics Association.

Case, R. (1991). *Key elements of a global perspective.* Occasional Paper. Vancouver. BC: Explorations in Development/Global Education, University of British Columbia.

Coombs, J.R. (1986). Practical reasoning: What is it? How do we enhance it? In *Proceedings of the First International Conference on Thinking and Problem Solving in Home Economics* (pp. 21-29). Columbus, OH: The Ohio State University.

Coombs, J.R. (1988). *Toward a defensible conception of global education.* Occasional Paper. Vancouver, BC: Explorations in Development/Global Education, University of British Columbia.

Copa, G.H., & Bentley, C.B. (1992). Vocational education. In P.W. Jackson (Ed.), *Handbook on curriculum research* (pp. 891-944). Washington, DC: American Educational Research Association.

East, M. (1980). *Home economics: Past, present and future.* New York: Allyn & Bacon.

Eisner, E.W. (1985). *The educational imagination* (2nd ed.). New York: MacMillan.

Gilligan, C. (1982). *In a different voice: Psychological theory and women's development.* Cambridge, MA: Harvard University Press.

Giroux, H., & Simon, R. (Eds.) (1989). *Popular culture: Schooling and everyday life.* New York: Bergin & Garvey.

Martin, J.R. (1981). The ideal of the educated person. *Educational Theory, 31*(2), 97-109.

Martin, J.R. (1984). Bringing women into educational thought. *Educational Theory, 34*(4), 342-353.

Noddings, N. (1984). *Caring: A feminine approach to ethics and moral education.* Berkeley, CA: University of California Press.

Paris, L. (1989). Career preparation: Programs for the work world. *Illinois Teacher, 33*(1), 29-33.

Perrone, V. (1991). *A letter to teachers.* San Francisco, CA: Jossey-Bass.

Peterat, L. (1989). Home economics curriculum for Canadian schools. *Illinois Teacher, 33*(1), 18-19.

Peterat, L. (1991, March). Thoughts on being relevant. In *Proceedings of A Canadian Symposium: Issues and Directions for Home Economics/Family Studies Education* (pp. 6-8). Winnipeg, Manitoba.

Peterat, L., & McLean, C. (1982). Revisioning curriculum: Argument for a rationale. *Canadian Home Economics Journal, 32*(4), 185-187.

Peters, R.S. (1967). *The concept of education.* London: Routledge and Kegan Paul.

Proceedings of a Canadian Symposium: Issues and Directions for Home Economics/Family Studies Education. (1991, March 1-3). Winnipeg, Manitoba.

Reid, W.A. (1979). Practical reasoning and curriculum theory: In search of a new paradigm. *Curriculum Theory, 9*(3), 187-201.

Rury, J.L. (1984). Vocationalism for home and work: Women's education in the United States. *History of Education Quarterly, 24*(1), 21-44.

Smith, M.G. (1990). *A conception of global home economics education.* Unpublished masters' thesis, University of British Columbia, Vancouver, BC.

Sutherland, N. (1976). *Children in the English Canadian society: Framing the twentieth century consensus.* Toronto, ON: University of Toronto Press.

Thomas, J., & Arcus, M. (1991, March). What's in a name? Home economics education or health education or family life education. In *Proceedings of A Canadian Symposium: Issues and Directions for Home Economics/Family Studies Education* (pp. 129-141). Winnipeg, MN.

Thompson, P.J. (1992). *Bringing feminism home: Home economics and the Hestian connection.* Charlottetown, PEI: Home Economics Publishing Collective, UPEI.

Willis, S. (1992). Physical education: Promoting lifelong fitness for all students. *ASCD Update, 34*(10), 3.

ANNOUNCEMENT

To help celebrate the International Year of the Family, the Canadian Home Economics Journal invites submissions to be considered for a special theme section planned for 1994 issues of the Journal.

Theme	Issue	Deadline
Families: Around the Globe	Summer 1994	March 1, 1994
Families: From Past to Future	Fall 1994	June 15, 1994

Research Section

Men's Satisfaction with the Fit and Availability of Ready-to-Wear Clothing

Soyeon Shim, Diane C. Sparks and Antigone Kotsiopulos

Abstract

This study was designed to assess differences among four groups of male consumers (short, average-height, tall-thin, and tall-large) on the basis of: (1) satisfaction with ready-to-wear fit at specific body sites; and (2) satisfaction with clothing availability. Data ($N = 269$) were collected via a mail questionnaire sent to a random sample of 1,430 out of 5,000 names purchased from a consumer list in the United States. Multivariate and univariate analyses of variance with Tukey's tests revealed that two groups — short and tall-large sized men — had significantly lower satisfaction with fit at several body sites and with clothing availability as compared to the other two groups. Based on the findings, the authors discuss marketing and manufacturing as well as consumer education program opportunities.

Résumé

Cette étude visait à comparer le taux de satisfaction de quatre groupes de consommateurs masculins (ceux de taille courte, de taille moyenne, de taille élancée et de taille forte) sur (a) la façon dont les vêtements prêts-à-porter sont ajustés en certains endroits précis du corps et (b) l'accessibilité de ces vêtements en magasin. Les données ($N = 269$) ont été tirées de questionnaires envoyés par la poste à 430 hommes choisis au hasard parmi une liste de 5 000 consommateurs américains. Une analyse multivariée et une analyse unidimensionnelle de la variance selon le test de Tukey ont révélé que deux groupes, soit les hommes de taille courte et ceux de taille forte, sont beaucoup moins satisfaits de l'ajustement et de l'accessibilité des vêtements. À la lumière des résultats de l'étude, les auteurs étudient les répercussions de cet état de fait sur la mise en marché et sur la confection des vêtements ainsi que sur la possibilité d'établir un programme de sensibilisation des consommateurs.

Introduction

Market segmentation on the basis of body size has been an emerging market strategy for apparel manufacturers and retailers. This strategy, however, has been implemented only to a limited degree. For instance, most major urban centers in the United States have had one or more stores carrying specially sized clothing, yet they have offered a limited range of styles and prices (Chowdhary & Beale, 1988). Furthermore, apparel marketers have focussed mainly on female consumers by offering petite and plus-size apparel products, paying less attention to a special size group of male consumers. However, in responding to the continued projected growth of the big and tall population (Balchen, 1988), some large U.S. retailers (e.g., K-Mart) and specialty retailers (e.g., J. Baker) have introduced and expanded the big and tall merchandise line ("Building Big and Tall," 1988; Brumback, 1992).

While the U.S. men's wear industry has begun to react to the lucrative nature of the big and tall market, a problem still exists in that they do not seem to recognize consumers' dissatisfaction with fit and availability of fashionable ready-to-wear clothing (Chowdhary & Beale, 1988; Shim & Kotsiopulos, 1991). While "fit" is the most-sought-after clothing attribute among apparel consumers regardless of gender and age (Walsh, 1992), finding a well-fitting yet stylish article of clothing can be challenging for male consumers who may be in the other-than-average size category.

The purpose of this study, therefore, was to identify men's satisfaction with ready-to-wear fit at specific body sites and with clothing availability among short, average-height, tall-thin, and tall-large men. It was assumed that consumers' satisfaction with clothing can be achieved when consumers are satisfied with availability of ready-to-wear clothing as well as good fit.

While focussing on the U.S. male population, findings from this study should be useful to both the U.S. men's wear industry and the Canadian men's wear industry, especially those Canadian firms that wish to target American customers. In light of the recent Canada-U.S. Free Trade Agreement, it is essential that industries from both countries recognize the needs of both markets and work together to satisfy customers from a unified single market.

Although some Canadian men's wear firms have been successful in attracting U.S. customers to Canada or in launching businesses in the United States (e.g., Kryhul, 1991, "Spatz to market," 1991), it appears that the

---

Soyeon Shim, Ph.D., is an Associate Professor in the Division of Merchandising and Consumer Studies at the University of Arizona, Tuscon, AZ. **Diane C. Sparks**, Ed. D., is an Assistant Professor in the Department of Design, Merchandising, and Consumer Sciences at Colorado State University, Fort Collins, CO. **Antigone Kotsiopulos** is a Professor in the Department of Design, Merchandising, and Consumer Sciences at Colorado State University, Fort Collins, CO.

Canadian men's wear industry needs to be more competitive in winning not only Canadian customers but also American shoppers if they wish to remain viable. In recent years Canada's men's wear industry has been reported to be suffering its worst downturn since World War II, its retail sales plunging 17 percent in 1991 alone and losing market share for five consecutive years ("The Consumer Speaks," 1992). An increasing incidence of cross-border shopping in the United States as well as increasing import penetration of American brand names, largely due to the recent Canada-U.S. Free Trade Agreement, are some important factors contributing to the poor performance of the men's wear industry (Dunn, 1992; "The Consumer Speaks," 1992). Unless the industry quickly responds to this market loss trend, the industry will continue to suffer. Indeed a Canadian apparel expert indicated that to survive the effects of the Canada-U.S. Free Trade Agreement, the Canadian men's wear industry may need to model itself after its American counterpart by matching general consumer information with specifics of buying needs and patterns of individuals (Dunn, 1991). Therefore, it is hoped that this study can provide some insights into a better understanding of the U.S. male consumer's satisfaction level with apparel fit and availability.

Research Related to Men's Clothing

While research related to men's clothing in general is not plentiful, the overall consensus of the literature regarding social perception and physical image of men indicates that tallness is strongly correlated with positive attributes for men, while shortness and overweight are correlated with negative attributes (e.g., Bonuso, 1983; Klebanoff, 1987; Martel, 1985). In light of the important role of the ideal body size in a social setting, attractive and well-fitting clothing may become even more important to the short or the extra-large man seeking positive social interactions. It may well be that clothing is an important factor to compensate for negative social perceptions of men in the other-than-average size category. Furthermore, a better sizing system is strongly recommended because well-fitting clothing is vital to an individual's pyschological and social well-being (Smathers & Horridge, 1978-79).

Despite the importance of clothing in relation to self, studies regarding men's apparel purchase are lacking in the literature. Some studies have investigated older men's dissatisfaction with shirt and pant sizing (Hogge, Baer, & Kang-Park, 1988; Margerum, Walker, & Kernalaguen, 1977) and style preferences (Storm, 1987; Tate & Glisson, 1963). It was not until recently that some researchers examined the clothing needs of other-than-regular size men (Shim & Kotsiopulos, 1991; Shim, Kotsiopulos, & Knoll, 1990). Shim and Kotsiopulos (1991) reported that big and tall male consumers expressed significant dissatisfactions with apparel products — especially the fit — with retail services, and with the need for fashions available in regular sizes. Short and big men were found to be least satisfied with their bodies and overall clothing availability. These studies, however, did not investigate specific body sites where dissatisfactions occurred.

Hypotheses

H1. Satisfaction with ready-to-wear fit at specific body sites differs among the four groups of male consumers (short, average-height, tall-thin, and tall-large) in terms of

(a) upper-torso/shirt
(b) upper-torso/jacket
(c) lower-torso/pants

H2. Satisfaction with clothing availability differs among the four groups of male consumers in terms of

(a) size range available
(b) variety in style selection
(c) number of stores that carry "my" size
(d) quality of stores that carry "my" size

Method

Sampling and Data Collection

A random selection of 5,000 male names was purchased from the Lifestyle Selector in Denver, Colorado, whose database contains over 25 million names and addresses. The Lifestyle Selector database consists of consumers who mail in questionnaires which are inserted into packages of a variety of major consumer retail products, including apparel products. The questionnaire includes information regarding demographics, consumer interests, and hobbies. The researchers requested the Lifestyle Selector to select randomly 5,000 male names (a minimum order) based on two criteria: (1) ages 18 and up and (2) geographic representativeness. The sample size was reduced, due to the research cost, to 1,430 names from 5,000 by utilizing an SAS random sampling program; then, the questionnaire was sent to these selected names. Dillman's Total Design Method (1978) was used in the mailing procedure. After a follow-up card, 269 usable questionnaires were returned for a response rate of 19%. The response rate was somewhat low; however, the sample size was deemed sufficient for the analysis.

Sample Characteristics

Demographic Profile of Respondents. The majority of respondents (81%) reported their age between 25 and 54; the median age of the sample was 39. Approximately 52% of the respondents reported an annual household income of between US$20,000 and $49,000, with the median income being between US$30,000 and $39,000. The majority of the respondents (82%) indicated having earned some college credit or a bachelor's degree or above. Sixty-nine percent were married. The distribution of the census region indicated that the respondents represented various geographical regions of the United States. As compared to the U.S. male population as a whole (U.S. Bureau of the Census, 1989), the respondents in the study appeared to be slightly younger, more affluent, and better educated. However, the respondents' marital status and distribution of the census region appeared to be similar to that of the U.S. population. Therefore, this demographic information is useful in imposing limits on the generalization of the study results.

Body Size and Grouping. Subjects were asked to self-report their actual height and weight. Height ranged from 5'2" to 6'7", with the mean and median heights being 5'10". Weight ranged from 120 pounds to 286 pounds, with the mean weight being 180 pounds and the median weight being 177.5 pounds. Based on the actual height and weight data, the subjects were grouped into short, average-height, tall-thin, and tall-large men. Because of the lack of definition about classification based on physical dimension, several sources were used as references for grouping the subjects. For instance, the U.S. National Center for Health Statistics (1989) indicated that mean height for U.S. men was 5'9". Klebanoff (1987) determined that males in the 5'8" or under category were short men; males in the category of 5'9" to 5'11" were average-height;

and males in the 6' and above category were tall. The King Size Co. (1988) — a big-and-tall catalog company — used a height of 6' as its criterion for tall men. A personal interview was conducted with a big-and-tall retailer to obtain general information regarding tall and big men's height and weight (Kauffman's Tall & Big Shop in Denver, Colorado, personal communication, 1988). Although some useful information was obtained regarding the criteria for tall and big men, little was found about criteria dividing short men into short "slim" and short "stout" categories.

Considering this information as well as height and weight statistics of the sample (mean, median, standard deviation, and frequency distribution), the following criteria were established for grouping. If height was equal to or less than 5'8", then a subject was classified as a member of the "short-height" group (23.4%, *n* = 63). If height was equal to or greater than 5'9" and less than 6', then a subject was classified as belonging to the "average-height" group (39%, *n* = 105). In determining the tall-thin and the tall-large groups, weight was additionally considered. If height was equal to or greater than 6' and weight was equal to or less than 199 pounds, a subject was classified as a member of the "tall-thin" group (27.5%, *n* = 74). Lastly, if height was equal to or greater than 6' and weight was equal to or greater than 200 pounds, a subject was classified as belonging to the "tall-large" group (10%, *n* = 27). To validate the classification of the body-size groups, one-way analysis of variance (ANOVA) with Tukey's test was performed on height and weight of the four groups. Table 1 provides mean, median, mode, and standard deviation for each group regarding height and weight, including the results of ANOVA analysis. The four groups were significantly different from one another, indicating the validity of classification.

Measurements and Questionnaire Development

Satisfaction with ready-to-wear fit at specific body sites. In an effort to ascertain the precise location of fitting problems, subjects were asked to rate their satisfaction with fit at 16 sites on the body on a five-point Likert-type scale, ranging from 5 (very satisfied) to 1 (very dissatisfied) (see Table 2 for a complete list of sites).

Satisfaction with availability of clothing. Subjects were asked to indicate to what degree they were satisfied with the availability of clothing in their size. Four items were included concerning variety of size and style, number of stores, and quality of stores that carry their sizes. These satisfaction variables were measured on a five-point Likert-type scale, ranging from 5 (very satisfied) to 1 (very dissatisfied).

Results

Satisfaction with ready-to-wear fit among the four groups

Before examining the differences among the four groups, it was deemed important to review the level of satisfaction with fit at 16 specific body sites (Table 2). The mean score of the total group for each body site ranged from 3.38 (chest front) to 2.91 (shirt length) on a five-point scale (1 = very dissatisfied; 5 = very satisfied). Fit at 12 body sites was scored slightly above 3 (neutral) and fit at 4 body sites was scored below 3, indicating a relatively low level of satisfaction among the total sample.

Table 1. Mean, median, mode, and standard deviation of and ANOVA results on height and weight among four groups

	G1 Short (*n* = 63)	G2 Average (*n* = 105)	G3 Tall-Thin (*n* = 74)	G4 Tall-Large (*n* = 27)	Total (*n* = 269)	*F*
Height						
Mean	5'6"^{abc}	5'9"^{ade}	6'2"^{bd}	6'2"^{ce}	5'9"	102.8***
Median	5'6"	5'8"	6'1"	6'2"	5'9"	
Mode	5'7"	5'8"	6'	6'	5'10"	
S.D.	1.5	0.8	1.3	2.3	2.3	
Weight						
Mean	162^{abc}	181^{ad}	177^{be}	226^{cde}	180	47.8***
Median	155	180	179	222	178	
Mode	150	165	195	200	165	
S.D.	28.2	24.9	14.3	22.3	29	

Note. A pair of means with the same superscript indicates a significant difference between the two groups at the $p < .05$ level 2. Standard deviation (S.D.) for height is based on inches.

***$p < .001$

In testing Hypothesis 1, multivariate analysis of variance (MANOVA) was conducted, revealing that the four groups differed overall in their level of satisfaction with ready-to-wear. Therefore, Hypothesis 1 was accepted. Further application of one-way analysis of variance on specific body sites revealed that 13 sites were significantly different among the groups. Based on Tukey's Honestly Significant Difference (HSD) multiple comparison tests, seven instances of differences occurred in each of the following two pairs of groups: (1) tall-large men and average-height men; (2) tall-large men and tall-thin men. Short men also had differences from average-height men (4 times) and tall-thin men (4 times). No differences were found between average-height men and tall-thin men in terms of satisfaction with fit at specific body sites.

In general, tall-large men had the lowest satisfaction level; the average satisfaction for upper-torso/shirt was 2.59, while upper-torso/jacket and lower-torso/pants had 2.91 and 3.00, respectively. In terms of specific sites, shirt-length (M = 2.22) and sleeve-length (M = 2.44) were the lowest, contributing to the overall low satisfaction in the upper-torso/shirt category. The other areas which contributed to tall-large men's low satisfaction level were fullest part stomach (M = 2.55), jacket-length (M = 2.70), pant waist (M = 2.74), and fullness in hip area (M = 2.96).

Short men also had several significant differences from average-height or tall-thin men. Leg length (M = 2.33) was the most dissatisfying item for short men, followed by jacket sleeve-length (M = 2.79) crotch length (M = 2.87), shirt fullest part stomach (M = 2.90), and shirt sleeve-length (M = 2.91).

Satisfaction with clothing availability

Based on the descriptive analysis, the entire group was least satisfied with size range available (M = 2.88), followed by number of stores that carry "my" size (M = 3.00), variety in style selection (M = 3.02), and quality of stores that carry "my" size (M = 3.31). Overall, the level of satisfaction with clothing availability experienced by all men was relatively low. As a result of testing Hypothesis 2 using multivariate analysis of variance, the four groups differed overall in terms of their level of satisfaction with clothing availability

Table 2. Multivariate and univariate analyses of variance on satisfaction with fit at specific body sites

	Mean						
Variables	Total ($n = 269$)	Short ($n = 63$)	Average ($n = 105$)	Tall-Thin ($n = 74$)	Tall-Large ($n = 27$)	Univariate F	Multivariate F
Upper Torso/Shirt							
1. Neck Size	3.29	3.16^{a}	3.55^{b}	3.71^{ac}	2.27^{bc}	5.59***	13.32***
2. Chest Front	3.26	3.15	3.53a	3.53^{b}	2.85^{ab}	5.32***	
3. Fullest part Upper Back	3.18	3.18	3.37	3.42^{a}	2.76^{a}	3.01*	
4. Fullest Part Stomach	3.02	2.90^{a}	3.16^{b}	3.47^{ac}	2.55^{bc}	6.29***	
5. Sleeve Length	2.94	2.91	3.38^{a}	3.04	2.44^{a}	5.93***	
6. Shirt Length	2.91	3.08^{a}	3.31^{b}	3.05^{c}	2.22^{abc}	7.04***	
Lower Torso/Pants							
1. Pant Waist	3.18	3.24	3.28	3.45^{a}	2.74^{a}	2.94*	
2. Crotch Length	3.08	2.87^{a}	3.23^{a}	3.23^{b}	3.00	2.74*	
3. Fullness in Hip Area	3.19	3.08	3.35	3.37^{a}	2.96^{a}	2.65*	
4. Fullness in Thigh Area	3.12	3.08	3.14	3.11	3.15	.06	
5. Leg Length	2.96	2.33^{abc}	3.18^{a}	3.12^{b}	3.14^{c}	8.25***	
Upper Torso/Jacket							
1. Chest Front	3.38	3.24	3.45	3.59	3.26	2.01	
2. Fullest Part Back	3.27	3.18	3.48	3.43	3.01	2.79	
3. Fullest Part Stomach	3.14	3.01^{a}	3.30^{b}	3.53^{ac}	2.70^{bc}	6.72***	
4. Sleeve Length	2.98	2.79^{a}	3.32^{a}	2.98	2.81	3,89**	
5. Jacket Length	3.14	3.04^{a}	3.54^{ab}	3.27	2.74^{b}	5.97***	

Note. A pair of means with the same superscript indicates a significant difference between the two groups at the $p < .05$ level. Scores range from 1 (Very Dissatisfied) to 5 (Very Satisfied). Tables of Standard Deviations for each items are available from the authors upon request.
*$p < .05$. **$p < .01$. ***$p < .001.0$

(see Table 3). Hypothesis 2 was therefore accepted. Further application of one-way analysis of variance and Tukey's test revealed that tall-large men were the most dissatisfied, with all scores below the neutral point: size range ($M = 2.33$), number of stores ($M = 2.33$), selection variety ($M = 2.42$), and quality of stores ($M = 2.96$). Short men were relatively dissatisfied with size range available ($M = 2.77$), followed by number of stores that carry their sizes ($M = 2.89$). Average-height and tall-thin men had no significant differences in the satisfaction level of clothing availability.

Conclusions and Discussion

In an attempt to better satisfy the consumer, apparel marketers have recently focussed on segmenting the female apparel market by the physical dimensions of height and weight. However, the male consumer has virtually been ignored by researchers and marketers. This research was designed to fill this void by segmenting the male consumer based on physical characteristics, and investigating his needs in and satisfaction with apparel products. Five conclusions can be drawn as follows:

1. *Male consumers as a whole* in this study were *not* generally satisfied with ready-to-wear fit — especially the fit at sites of upper-torso/jacket — nor with clothing availability in their size. The low level of satisfaction may be interpreted in three different ways: (1) the male consumer's lack of knowledge to select a correct size for himself; (2) the manufacturer's failure to update the men's apparel sizing system; and (3) the retailer's lack of success in buying the correct size from offshore manufacturers. First, since neither the actual size purchased nor actual specific body sizes were investigated, it is unknown in this study whether or not the consumer is purchasing the correct size for himself. It is, however, possible that men in general may not have sufficient understanding regarding sizing systems nor interest to consult with sales personnel at the point-of-purchase. If this is indeed true, sales personnel training and consumer education may be needed. The sales personnel of the men's store should be trained so that they can offer better assistance in locat-

Table 3. Multivariate and univariate analysis of variance on satisfaction with clothing availability in the subject's size

	Mean						
Variables	Total ($n = 269$)	Short ($n = 63$)	Average ($n = 105$)	Tall-Thin ($n = 74$)	Tall-Large ($n = 27$)	Univariate F	Multivariate F
1. Size Range Available	2.88	2.77^{ab}	3.23^{ac}	3.19^{bd}	2.33^{cd}	6.26***	10.93***
2. Variety in Style Selection	3.02	3.29^{a}	3.22^{b}	3.14^{c}	2.42^{abc}	5.62***	
3. Number of Stores That Carry "my" Size	3.00	2.89^{a}	3.49^{ab}	3.29^{c}	2.33^{bc}	7.68***	
4. Quality of Stores That Carry "my" Size	3.31	3.16^{a}	3.63^{ab}	3.50	2.96^{b}	5,12***	

Note. A pair of means with the same superscript indicates a significant difference between the two groups at the $p < .05$ level. Scores range from 1 (Very Dissatisfied) to 5 (Very Satisfied). Tables of Standard Deviations for each items are available from the authors upon request.
*$p < .05$. **$p < .01$. ***$p < .001.0$

ing the right sizes, especially for short men and tall-large men. Lack of product information is likely to result in a wrong selection and consequently in low satisfaction with the product. Since suits vary substantially by manufacturer and model, male consumers should be provided with fitting guidelines to select a "best" style.

Second, a close partnership between the retailer and the apparel manufacturer is called for to meet the needs and problems of the male consumer. If a problem exists in the men's sizing system, manufacturers may need to examine the men's apparel sizing standard. Therefore, further studies — such as market studies of existing clothing sizes, anthropometric studies of men's body builds, and detailed preference studies — are recommended. More specifically, studies can be conducted to determine if differences exist between current body measurements of men and the body measurements on which the current men's sizing system is based.

Third, another reason for the low level of satisfaction among male clothing consumers may be due to a possibly inconsistent sizing system of offshore sourcing. An increasing number of North American retailers are importing apparel products from hundreds of different offshore sources. Perhaps foreign manufacturers may not have sufficient knowledge about the men's sizing system of North American countries. Therefore, future research is also needed to investigate the sizing systems currently being used by other countries.

2. *The comparison of the four groups* (short, average, tall-thin, and tall-large men) revealed that dissatisfaction with fit was evident with short men and tall-large men, with the latter being the most dissatisfied. In addition to the dissatisfaction with fitting, the tall-large and short groups tended to be the least satisfied with clothing retail attributes — the availability of clothing in their sizes and number of stores that carry their sizes. The finding that tall-large sized men were dissatisfied with clothing is consistent with previous research in that the big-and-tall man had difficulty finding clothes that fit properly.

Short and tall-large men's dissatisfaction with apparel products can also be interpreted from a different perspective. Several previous studies indicated that men outside the parameters of standard size — big or short men — tended to have lower body cathexis (e.g., Klebanoff, 1987; Martel, 1985; Shim et al., 1990). In a study examining the relationship between body cathexis and satisfaction with ready-to-wear fit among female consumers, LaBat and DeLong (1990) found that the lower the level of body cathexis, the less satisfied women were with the physical fit of ready-to-wear clothing. Based on these two premises, it can be speculated that short and tall-large sized men in this study may have low body cathexis, therefore attributing the dissatisfaction with their bodies to the dissatisfaction with clothing. However, empirical research is needed concerning men's body cathexis and clothing satisfaction.

3. In the upper-torso/shirt area, the *tall-large group* had problems with fit in both circumference and length dimensions — circumference at neck, chest back, stomach, and shirt- and sleeve-length. It would seem likely that shirts need to be cut fuller and longer in the front to accommodate the large man's stomach. Additional ease might be needed in the neck and chest areas as well. It is interesting to note that the tall-large men's shirt problems appear to be similar to elderly men's problems, as found by Hogge et al. (1988). This similarity may be because the elderly men might have somewhat similar physical characteristics to large men, e.g., expansion of neck and stomach, which are common physiological changes during the later stage of one's life-cycle. Indications were also that increased ease needs to be added in the hip area of pants as well as more width in the waist of pants.

4. For *short men*, the shirt's distance across the fullest part of the stomach was relatively unsatisfactory, implying that average shirts might not be sufficiently short for this group. It is not clear, however, whether the stomach circumference fit problem is related to shirts being too tight in that spot or too loose, resulting in excess fabric to be tucked into pants. In the lower-torso/pants area, short men had a significantly lower satisfaction level than the other three groups with regard to pant leg-length and crotch length. It is possible that the short male group is similar to the petite female group, and that there is a similar need for more pants to be manufactured in a short size range. Other length-related areas that contributed to short men's dissatisfaction were the sleeve-length of shirt and jacket.

5. As interesting as the results of this study were, several *limitations* should be noted. The sample was obtained from a commercial mailing list company; other data collection methods might have resulted in different findings. Furthermore, the respondents in this study were younger, more affluent, and better educated, than the U.S. male population as a whole, therefore limiting the generalizability of the study. Also, the response rate was relatively low; a strategy to increase men's responses to the survey needs to be developed. In defining body types, much clearer criteria should be developed and incorporated into a future investigation. Although this study assumed that respondents would have accurate statistics on their height and weight and report them correctly, research involving actual measurements of the subjects might increase validity of the result. Another limitation of this study lies in not dividing short men into short "slim" or "average" and short "stout," because of lack of definition of the sub-groups of short men in the industry or literature. Therefore, further research is required to examine how these two groups can be divided and how they would differ in terms of their clothing needs. Future studies are strongly recommended regarding relationships among the actual sizes purchased by the consumer, the actual body size, and the consumer's level of satisfaction with ready-to-wear fit. Finally, it is recommended that future research divide all heights of men by weight because being large or overweight is not a phenomenon of tall men alone. Further study should also consider the distribution of height, e.g., torso length in relation to leg length, as it may affect satisfaction with fit.

References

Balchen, A.S. (1988, June 30). Latest survey shows B and T market rose 16 percent: all tall men, up 30 percent. *Daily News Record*, p. 19.

Bonuso, C.A. (1983). Body type: A factor in the hiring of school leaders. *Phi Delta Kappa*, *64*, p. 374.

Brumback, N. (1992, September 14). Men's apparel niches a shoe-in for J. Baker. *Daily News Record*, p. 8.

Building big and tall (1988, August). *Apparel Merchandising*, pp. 57-60.

Chowdhary, U., & Beale, N.V. (1988). Plus-size women's clothing interest, satisfactions and dissatisfactions with ready-to-wear apparel. *Perceptual and Motor Skills*, *66*, 783-788.

Dillman, D.A. (1978). *Mail and telephone surveys: The total design method.* New York: McGraw Hill.

Dunn, B. (1991, August 20). Adopt U.S. techniques, Canadian stores told. *Daily News Record*, p. 6.

Hogge, V.E., Baer, M., & Kang-Park, J. (1988). Clothing for elderly and non-elderly men: A comparison of preferences, perceived availability and fitting problems. *Clothing and Textiles Research Journal, 6,* 47-52.

The King-size catalog for tall, big & extra big men. (1988). Boston: King-size.

Klebanoff, S.J. (1987). *Psychological correlates of height.* Unpublished doctoral dissertation. New York University, New York.

Kryhul, A. (1991, March 28). Star trek to Toronto: Canadian custom tailor draws U.S. celebrities, *Daily News Record,* p. 7.

LeBat, K., & DeLong, M.R. (1990). Body-cathexis and satisfaction with fit of apparel. *Clothing and Textiles Research Journal, 8,* 43-48.

Margerum, B., Walker, N., & Kernaleguen, A. (1977). Men's clothing practices. *Journal of Home Economics, 69,* 39-40.

Martel, L.F. (1985). *Short stature in Caucasian males: Personality correlates and social attribution.* Unpublished doctoral dissertation. University of Rhode Island, Kingston.

Shim, S., & Kotsiopulos, A. (1991). Big and tall men as apparel shoppers: Consumer characteristics and shopping behavior. *Clothing and Textiles Research Journal, 9,*18-26.

Shim, S., Kotsiopulos, A., & Knoll, D.S. (1990). Short,average-height, tall, and big men: Body-cathexis, clothing and retail satisfaction, and clothing behavior. *Perceptual and Motor Skills, 70,* 83-96.

Smathers, D., & Horridge, P. (1978-79). The effects of physical changes on clothing preferences of elderly women. *International Journal of Aging & Human Development, 9,* 273-278.

Spatz to market Canadian Line (1991, November 14). *Daily News Record,* p. 5.

Storm, P. (1987). *Functions of dress.* Englewood Cliffs, NJ: Prentice-Hall.

Tate, M.T., & Glisson, O. (1963). *Family clothing.* New York: John Wiley.

The Consumer speaks: Men's wear clouds north of the border. (1992, August 10). *Daily News Record,* p. 10.

U.S. Bureau of the Census (1989). *Statistical abstract of the United States* (109th ed.). Washington, DC: U.S. Government Printing Office.

U.S. National Center for Health Statistics (1989). *Vital and health statistics,* Series 11, No. 238.

Walsh, P. (1992, May). Consumers care about care labels. *Daily News Record,* p. 18.

Research Section/
Section des recherches

Canadian Home Economics Journal/
Revue canadienne d'économie familiale

Editorial Panel/
Commission de révision des publications
October 1992 — 1993
Betty Crown, Editor/
Rédactrice en chef

Clothing and Textiles/Housing
Textiles et habillement/
Logement

Auld, John
Ellison, M. Bateman
Feather, Betty L.
Fetterman, Nelma
Kerr, Nancy
Lusby, Linda
Richards, Elizabeth
Turnbull, Susan
Wall, Marjorie

Consumer/Management
Consommation et gestion

Badir, Doris
Ellison, M. Bateman
Fast, Janet
Lusby, Linda
Johnson, Phyllis
Marshall, Judith
Pain, Beverly J.
Smith, Betty Stafford
Vosburgh, Richard E.
Wall, Marjorie

Evaluation/Education/
International Development
Évaluation/Perfectionnement/
Développement international

Badir, Doris
Lefebvre, Verna
MacCleave, Ann
Martin, Colette
McDowell, Marilyn
Moss, Gwenna
Murray, Eloise
Pain, Beverly
Peterat, Linda
Vaines, Eleanore

Family, Child and Aging
La Famille, l'enfance et vieillissement

Arcus, Margaret
Badir, Doris
Brockman, Lois
Harvey, Carol Hussa
Henton, June
Johnson, Phyllis
Keating, Norah
Kieren, Dianne
Martin, Carol
Martin, Colette
Montgomery, Jason
Schneider, Rita
White, James

Foods and Nutrition
Alimentation et nutrition

Barr, Susan
Basu, Tapan
Bright-See, Elizabeth
Chen, Shirley
Hawrysh, Zenia
Lee, Melvin
Maclean, Heather
Malcolmson, Linda
Mongeau, Estelle
Peters, Joan Allen
Selby, Anne
Seone, Nicole
Srivastava, Uma
Sullivan, Ann D.
Vaisey-Genser, Marion
Whiting, Susan J.

A Primer on the Micro-Economic Paradigm: The Traditional Approach to Consumer Policy

Sue L.T. McGregor

Abstract

Home economists have always been concerned with the well-being of individuals and families and with the effect of government policies on this well-being. One particular policy area that impacts greatly on the economic and physical well-being of the individual and family is consumer policy. Policy makers have relied upon and continue to use the micro-economic paradigm as a basis for developing consumer policy frameworks which address inefficiency and inequity in market failures. This paper presents a consolidation of the literature pertaining to consumer policy from a micro-economic perspective. It discusses (a) the character of the marketplace constituents as depicted by their roles, interests, rights and responsibilities; (b) the potential reasons for failure of a market economy and the resultant consumer problems; (c) justifying government intervention. This commentary (primer) should fundamentally aid the efforts of home economists as they strive to influence and shape consumer policy.

Résumé

Les spécialistes en économie familiale se préoccupent depuis toujours du bien-être des particuliers et des familles, ainsi que de l'incidence des politiques gouvernementales sur ce bien-être; la politique de consommation, en particulier, a des répercussions importantes sur le bien-être économique et physique des particuliers et des familles. Les décideurs ont toujours utilisé, et utilisent encore, le paradigme de micro-économie comme fondement aux politiques de consommation visant à paillier l'inefficacité du marché et les injustices résultant de son échec. Le présent article regroupe les textes traitant de la politique de consommation dans une perspective micro-économique. Il présente (a) les traits caractéristiques des intervenants du marché selon leurs rôles, intérêts, droits et responsabilités; (b) les raisons possibles de l'échec de l'économie de marché et des problèmes que cela entraîne pour les consommateurs; (c) une justification de l'intervention de l'État. Ce guide d'introduction devrait surtout aider les économistes familiales dans leurs tentatives d'influencer la politique de consommation.

Sue L.T. McGregor is an Assistant Professor of Consumer Studies and Home Economics Practice in the Human Ecology Department at Mt. St. Vincent University. She received her BSc in Home Economics from UPEI, her MSc in Consumer Studies from University of Alberta, and, just recently, her PhD in Consumer Policy from the University of Strathclyde in Glasgow, Scotland.

Editor's note: This paper was the 1993 first place winner in the doctoral category of the Elizabeth Feniak Award for Excellence in Writing, sponsored by the Canadian Home Economics Association Foundation and the Canadian Home Economics Journal.

Consumer Well-Being in a Market Economy

In a market economy, each player (consumer, business, and government) has manifest rights, attendant responsibilities, inherent interests, and assumed roles. These four factors dictate their individual activities and their interaction with each other. If each of these obligations were respected, the marketplace would be perfect, there would be no marketplace problems and hence no need for consumer policy (Wildavsky, 1979). The reason for this is that all players should share in the burden of responsibility just as they should share in the benefits of a fair, efficient, and competitive marketplace. Absence of uniform adherence to respective obligations results in unfair and inefficient performances in the market and provides a rationale for developing consumer policy.

Consequently, if a consumer is exploited in a market transaction due to market failures or imperfections in the market, the government has legitimate justification for intervening in the market economy (Scheffman & Applebaum, 1982; Wildavsky, 1979). When government does intervene, it does so for the purpose of balancing the interests of all marketplace constituents, within the context of their expected roles, rights, and responsibilities. Government manifests this intervention via consumer policies (Forbes, 1987).

Consumer policy defined

Consumer policy or consumer protection should then be taken to mean "political actions" which aim at maintaining, advancing, or protecting consumers' interests (Rock, Biervert, & Fischer-Winkelmann, 1980). Consumer policy is government decisions (whether made in concert with other stakeholders or in isolation) which create or improve the conditions under which the consumer can obtain satisfaction from consumption in a market economy (Koopman, 1986). To protect a consumer entails the prevention of physical or economic disadvantage to the buyer/user of goods and services for personal or household use (Lane, 1983; Pestoff, 1988; Rock et al., 1980). This is done by altering, modifying, or preventing certain business behaviors which contribute to market failures and consumer problems. Consumer policy is believed necessary because a laissez-faire economy is not sufficient for the avoidance or solution of consumer problems (Jensen, 1986).

Dimensions of Micro-Economic Paradigm As They Relate to Consumer Policy

Since the comprehensive consumer policy process traditionally draws on the institute of micro-economic market theory (Belobaba, 1985; Wildavsky, 1979), it is necessary for home economists to have knowledge of several specific dimensions of traditional market theory. In order of discussion these include: a) the character of the marketplace constituents as depicted by their roles, interests, rights, and responsibilities; b) the potential reasons for failure of a market economy and the resultant consumer problems; c) justifying government intervention.

Character of marketplace constituents

From a micro-economic perspective, all three parties in the marketplace are concerned about (a) the conditions of the marketplace (supply, demand, price), (b) the resulting market structures (level of competition), (c) the behavior and conduct of all three constituents, and (d) their respective performance in the marketplace (Forbes, 1987). To that end, there is a public interest (government), the business or private interest, and the consumer interest; they are often in conflict. Table 1 summarizes the major differences between the three dominant market interests. This table is a consolidation of pertinent information gleaned from Forbes (1987), Ornstein and Elder (1978), Schooler (1982), and Stanbury (1978, 1993).

Interests of marketplace stakeholders

The roles, responsibilities, and rights of the marketplace constituents are each established within the context of respective interests in the mixed market economy. Germane to this discussion is the consumer interest. Schooler (1982) said we should ensure that the market economy maximizes the consumer interest. The consumer interest is broad and difficult to define but, basically, it is concerned with the question of what can be done to improve the lot of the consumer in the marketplace. Fundamentally, advancing the consumer interest entails taking measures that affect the standard of living (economic and physical well-being) of consumers. If it is in the consumer's interest, the purchase or policy decision will benefit the well-being of the consumer.

Two marketplace stakeholders — consumer advocates and government — are concerned with the consumer interest in a market economy (Stanbury, 1993). Consequently, there are conflicting conceptualizations of the consumer interest depending on whether the consumer interest is perceived as being part of the public interest (a government concern) or a special interest (a consumer advocate concern). As regards the former, in traditional micro-economic theory it is assumed that the consumer interest is

Table 1. Dimensions of Marketplace Constituent Interests

Public Interest	Business Interest	Consumer Interest
Altruistic	Self seeking	Collective interest; there is not a single consumer interest because there are heterogeneous groups of consumers
Benefits many at the expense of all citizens	Benefits a few at the expense of many	There is question as to which consumer benefits: ideally all or those in need
Wide in scope; beyond economic interest	Narrow in scope; narrow range of commodities	Very wide in scope; spreads over a wide range of goods and services
Social, economic, and political goals	Pecuniary and profit driven	Goal is to increase individual and collective consumer economic well-being
Elected speak for the majority; paid from taxes	People who benefit are identified and represented; paid employees or lobbyist	People who benefit are not always represented; often volunteers
Long-term gains for future generations	Short-term or immediate gains for firm	Short-term, intermediate, and long-term gains; depends on the consumer issue
Broadly based and represents all of the people; aggression varies with issue and public pressure	Operates defensively and aggressively for firm; strong lobby	Often submissive and not aggressive enough; may be conflict among needs of heterogeneous consumer groups
Maximizes society's welfare and well-being	Maximizes firm's income and wealth	Equalizes distribution of wealth and income to all consumers and more so to disadvantaged groups
Allegedly reflects full range of social, economic, and political considerations	Does not reflect full range of social, economic, and political considerations	Does not reflect full range of economic, social, and political considerations
Basically legitimate power, allegedly operates on higher moral grounds than business interest	Lacks legitimacy, accountability, prestige relative to public and consumer interest	Legitimacy is questioned because those representing consumer interest are not always properly funded, lack access to policy process, are not well organized, no strong lobby, lack expertise, lack time and inclination to represent consumers

a component of the public interest. This assumption reflects the traditionally accepted role of government as that of protecting the consumer in a market economy. On the premise that the public interest is oftentimes equated with the consumer interest, Forbes defined the consumer interest as "the balancing by government of the interests of individuals in their role as consumer, and the interests of individuals and organizations in their role as providers of labor and capital in the economic system" (1987, p. 25).

However, as regards consumer interest as a consumer advocate concern, it is common knowledge that there is an historical conflict between the goals and interests of sellers and buyers (Forbes, 1987). This conflict occurs because of challenges to the consumer interest resulting from actions of the sellers of goods and services (referred to as the marketing consumer interest) and challenges to the consumer interest by the producers of goods and services (the economic consumer interest) (Schooler, 1982). Based on the premise of inherent conflict between the consumer and business, Stanbury (1993) classified the consumer interest as a special interest, one that is shared by only a few people or a fraction of the community. It is characterized as excluding the interests of others (e.g., business) and may be adverse to them, hence the buyer-seller conflict.

Rights, roles, and responsibilities of marketplace constituents

Stakeholders strive to balance interest achievement with marketplace obligations. Table 2 summarizes the prevailing consumer rights (marketplace values), and the divergent role and responsibilities of government, business, and consumer. This table was aggregated from several key references (Barkley, 1988; Belobaba, 1988; Blake, 1990; "Canadian Consumers", 1991, Consumer and Corporate Affairs, 1992; Green, 1983; Harland, 1987; 'IOCU', 1984; Kroll, 1991; Merciai, 1986).

Indeed, consumers, business, and government have different and often conflicting interests, rights, responsibilities, and roles in a market economy. Table 2 clearly portrays the potential adversarial relationship between business and consumer. This divergence and complexity cannot help but lead to problems in the market exchange. It is in the "interest" of consumers for their rights to be guaranteed and to be provided opportunities to exercise their responsibilities in the market transaction. However, the power of the consumer relative to the seller is severely challenged on a daily basis because of the divergent natures of the three key dyads in the market economy: consumer-business, business-government, and consumer-government. The resulting obstacles to a fair and efficient market exchange, leading to problems for the consumer, are the next topic of discussion.

Marketplace Failures and Resultant Consumer Problems

A market economy accommodates consumer, business, and government who are each assuming and pursuing respective interests, rights, responsibilities, and roles. In an ideal market

Table 2. Marketplace Rights, Roles, and Responsibilities of Stakeholders

Marketplace Values or Rights	Government Role and Responsibility	Business Role and Responsibility	Consumer Role and Responsibility
Choice	Encourage fairness and efficiency by maintaining a competitive marketplace; punish offenders	Efficiently produce and supply a variety of goods and services	Be vigilant in choice of goods and services
Voice	Provide access to policy process and represent consumer interest in other departments	Represent their concerns to government; listen to consumer perspective	Voice concerns with business and government; take part in policy process and product development
Safety	Establish legislation to regulate product and service production and delivery	Produce safe goods and prudently deliver services; assume liability; recall and report unsafe products and services	Be vigilant in purchase, safe use, repair, disposal of goods
Information	Ensure that businesses disclose information in a usable and accessible form	Disclose accurate, useful, timely information on performance, usage, content, composition, disposal and recall of goods and services	Seek, evaluate, and use information provided by business, government, and independent agencies
Education	Fund education initiatives for consumers; provide information in a variety of formats	Provide consumer education programs and services relevant to their products and to the marketplace in general	Obtain and use consumer education skills
Healthy Environment	Provide motivation for provision and purchase of environmentally friendly goods and services	Properly dispose of and reduce use of factor materials; produce and deliver environmentally friendly goods and services	Properly dispose of and buy environmentally friendly goods and services; reduce, reuse, recycle, and refuse goods and services
Redress	Assure business compliance with regulations; provide support for and access to consumer redress	Seek consumer feedback; manage complaints; provide redress and complaint resolution procedures	Seek redress and justice if dissatisfied; complain to business, government, and other consumers
Privacy	Ensure that business and consumers respect provision of financial information	Respect consumer privacy and use consumer information responsibly and ethically	Be vigilant in disclosure of personal and financial information
Fairness	Promote fairness; monitor business practices and credit terms	Engage in equitable business practices and contracts	Be vigilant in determining the provision of contract terms; scrutinize business practices

economy, certain conditions would exist thereby ensuring successful market exchanges and negating the necessity for government intervention. But the market is not perfect. Researchers in the field of consumer policy concur that the overarching results of market failures and the rationales for government intervention are consumer problems due to inefficiency and inequity (Brander, 1988; Economic Council of Canada, 1979; Forbes, 1987; Harris & Carman, 1986; Hughes, 1981; Ramsay, 1984, 1985; Scheffman & Appelbaum, 1982).

Succinctly, while efficiency is concerned with resource allocation so benefits outweigh costs, equity is concerned with the resulting distribution of income and wealth and access to the policy process (Scheffman & Applebaum, 1982). Market failures in a mixed economy include: (a) inefficiency of resources on both a day-to-day basis and in the long run (mismanagement, whether by consumer, business or government); and (b) inequity (exploitation, and lack of fairness, honesty, intergenerational fairness, assurance of representation in policy process, and equitable income distribution).

Each of the two concepts, efficiency and equity, are multi-dimensional. They will both be discussed in some detail because they traditionally form the basis of consumer policy frameworks and serve as the rationale for government intervention in a market economy via consumer policy (Forbes, 1987).

Efficiency failures as the rationale for intervention

Efficiency means that resources are being allocated to their most valuable use through the incentive of the price mechanism matching supply with consumer demand as reflected in the willingness and ability of the consumer to pay and the seller to produce (Brander, 1988; Harris & Carman, 1986; Ramsay, 1984). Static efficiency refers to the present, day-to-day operations of the market. Dynamic efficiency is evident in the form of technological and organizational change which in turn is evident in future increased standard of living, competition, and economic growth (Economic Council of Canada, 1979).

Inefficiency-based market failures occur as a result of the mismanagement of economic resources in the short and long term (whether by government, business, or consumer mismanagement). Inefficiency-based market failures cause consumers to suffer economic detriment (harm) and are revealed through cost/benefit analysis based on economic criteria (Ramsay, 1985). Economic or financial harm results because the consumer's ability to make rational assessments of the costs and benefits of alternative products or services is hindered by the inefficiency.

Marketplace inefficiency can manifest itself in many ways. Recognized sources of efficiency failure include information failure, fraud, misrepresentation and false and misleading claims, ignorance of the terms of sale, difficulty in noticing and reading terms, high cost of redress, excessive market power (via use of standardized contracts), deceptive seller practices and conduct, and finally, incapacity of entering the transaction on equal footing (Ramsay, 1984, 1985). As well, absence of development of new goods and services, production methods, marketing techniques, transactional procedures, or organizational methods is indicative of market failure because the market is then not dynamic.

Equity failures as rationale for intervention

Ramsay (1984) explained that equity is concerned with the *fairness* of the process (transactional and policy development) and the outcomes of the market transaction. This concept is contrasted with that of "efficiency" which is concerned with the efficient distribution of resources so that benefits outweigh costs in a market transaction. The economic definition of fairness is often expressed as equality of bargaining power — not being "duped" in the exchange process. There are two types of fairness: distributive and procedural.

Distributive fairness deals with allocation of income and wealth such that no one consumer's economic well-being is compromised because of the size of their share of the national income. Harris and Carman (1986) expanded the concept of distributional equity to include intergenerational equity and submitted that the current generation has an obligation to take account of the effects of their market decisions on future generations. Their perception of equitable distribution also encompassed externalities (social side effects of a market decision).

Procedural fairness has two aspects. First, it refers to economic procedures, i.e., voluntary consumer choices without coercion (Economic Council of Canada, 1979). "[W]e [should be] concerned not only with the outcomes of the market transaction but also with the process of exchange; e.g., 'fair' bargaining practices" (Harris & Carman, 1986, p. 53). Procedural inequity failures include unfairness, dishonesty, exploitation, intergenerational unfairness, and inequitable income distribution. Visible examples of inequity involve discrimination, duress, undue influence, unconscionable transactions, extortionate credit bargains, and third party harm (future generations).

Second, procedural fairness means that consumers should have the ability to participate and influence decisions in the political and regulatory process (Economic Council of Canada, 1979). This is ensured via consumer representation and participation in the policy process, and is referred to as "process rights." Representational failure, a form of inequity, occurs when the efforts of an advocate of the consumer interest are thwarted due to combinations of lack of access to the policy process, under-funding, questions of role and legitimacy, conflicts of interest, lack of expertise and skills, and lack of organization, time, and desire to expend personal effort. The resultant consumer problem is lack of access to the policy process; the interests of the consumer are not adequately represented, if at all.

Table 3 integrates the characteristics of an ideal market economy with failures in the functioning of the mixed market economy (inefficiency and inequity) and resultant representative consumer problems. It represents a consolidation of information provided by many scholars concerned directly or indirectly with consumer policy (Belobaba, 1985; Brander, 1988; Consumer and Corporate Affairs Canada, 1992; Economic Council of Canada, 1979; Forbes, 1987; Harris & Carman, 1983, 1986; Jensen, 1986; Ramsay, 1984, 1985; Scheffman & Applebaum, 1982).

Justification for and degrees of government intervention

From the micro-economic perspective, government has a legitimate right and responsibility to intervene in the market economy to protect consumer interest that is threatened by consumer problems and issues resulting from efficiency and equity failures (Scheffman & Appelbaum, 1982;

Table 3. Market Failures and Consumer Problems in an Ideal Market Economy

Characteristics of Ideal Market Economy	Instances of Failures in Market Economy	Examples of Specific Consumer Problems
Perfect competition	Imperfect competition; abuse of market power via price, output, or wage control	Unequal bargaining power; absence of justice; fraud; misleading advertising; unconscionable practices; misrepresentation of commodities or service; undue influence
Perfect information about the exchange process; the object of exchange and the alternatives	Information gaps; asymmetric, incomplete, inaccurate, insufficient,inaccessible, excessive information	Not informed about exchange (price, quality, alternatives); incur extra costs; draw incorrect inferences from faulty information
No barriers to enter or exit market	Supplier encounters barriers to market	Supply cannot meet consumer demand; affects price, quality, and availability of goods and services
No externalities to transaction	Side effects from transaction (social costs)	Consumers incur extra costs even though they did not cause the side effect (social costs)
Harmonious government policies (indirect policy)	Disharmonious government policies (no cost/ benefit analysis from consumer interest perspective)	Consumer disadvantaged due to inadvertent market distortion
Only those in private exchange benefit from transaction	Provision of public goods	Some consumers consume what they did not pay for (free riders)
Equal wealth and income distribution	Income and wealth inequality	Vulnerable consumer groups; low income; exploitation
Homogeneous products and services	Heterogeneous, complex, and numerous products and services	Difficulty assessing quality and attributes; leads to purchase dissatisfaction
Rational decisions	Irrational decisions; bounded irrationality	Low value for dollar; settle for satisficing, decrease in economic and physical well-being; leads to complaints, redress problems
Maximize interest	Business profit motive thwarts consumer interest	Buyer/seller conflict; consumer interest compromised
Zero transaction costs	Costs incurred during transaction	Increase in price, search time, risk and uncertainty
Intertemporal equity	Intertemporal inequity; current decisions don't consider impact on future generations	Third party harm due to past decisions; cost of past trade-offs incurred by future generation of consumers
Procedural fairness; consumer has access to policy process	Policy process closed to consumer; no voice or representation	Consumer interest not heard in market policy decisions

Wildavsky, 1979). When government does intervene it can adopt combinations of several roles and strategies. Ritchie and LaBreque noted that, "[w]hile no doubt a simplification, it appears that government within the confines of what is regarded as the leading proponent of the free enterprise system is often viewed as a 'rule-maker and umpire'" (1975, pp. 12-13). Recent reflection by those within the Canadian government confirms and extends these roles; not only does it act as a rule maker and a referee, but government is also an information broker, an advocate, and a facilitator (Consumer and Corporate Affairs, 1992).

Government could fulfill these roles using a combination of four strategies. It could (a) assume a bureaucratic approach when dealing with these fundamental market failures via implementing and managing regulations; (b) assume a market-based approach by employing deregulation; or (c) assume an approach which provides alternatives to regulation (e.g., soft law, shared market responsibilities, voluntary codes, and the like) (Hughes, 1981). It could also (d) elect to do nothing and let the market stabilize itself. Combinations of these five roles and four strategies constitute the backbone of most consumer policy frameworks, which provide direction and rationale for government intervention in the market economy on behalf of the consumer interest.

Conclusion

Policy makers have relied upon and continue to use the micro-economic paradigm as a basis for developing consumer policy frameworks which address inefficiency- and inequity-caused market failures. The result of this has been the establishment of consumer protection frameworks that reflect the conventional needs of the Canadian marketplace. But the marketplace and its constituents are changing rapidly. Now, more than ever, the inherent process of **sharing** market decisions in a market economy (Archer, 1978) implies that business, government, and consumer must interact as they determine the allocation of scarce resources and, by implication, the development of consumer policy. Consumer and Corporate Affairs Canada has recognized this and is calling for a shift towards partnerships, cooperative liaisons with marketplace stakeholders, and shared responsibilities for mutual marketplace interests (1992).

In light of this trend, it is imperative that home economists have a working knowledge of the several phenomena of consumer policy; a component of their professional role is to speak and act on behalf of the consumer interest. This paper has presented a consolidation of the literature on consumer policy from a micro-economic perspective, i.e., a primer on consumer policy, to assist home economists in advancing the well-being of consumers in the ever-changing marketplace. □

References

Archer, M. (1978). *Introduction to economics: A Canadian analysis*. Toronto, ON: MacMillan.

Barkley, H. (1990, February 20). *Rationale for a new sharing of responsibilities*. Ottawa, ON: Consumer and Corporate Affairs Canada, Consumer Policy and Services Bureau.

Belobaba, E.P. (1985). The development of consumer protection regulation: 1945-1984. In I. Bernier and A. Lajoie (Eds.), *Consumer protection, environmental law, and corporate power* (pp. 1-88). Toronto, ON: University of Toronto Press.

Belobaba, E.P. (1988, November). *The 1990's and beyond — An options paper for Consumer and*

Corporate Affairs Canada. Toronto, ON: Gowling and Henderson Law Firm.

Blake, I. (1990). *Marketplace roles and responsibilities: A rationale*. Halifax, NS: Atlantic Region of Consumer and Corporate Affairs Canada.

Brander, J.A. (1988). *Government policy towards business*. Toronto: ON: Butterworths.

Canadian consumers in the 21st Century [Draft]. (1991, July). Ottawa, ON: Consumer and Corporate Affairs Canada, Consumer Policy Framework Secretariat.

Consumer and Corporate Affairs Canada. (1992). *The marketplace in transition: Changing roles for consumers, business and government?* (Cat. No. RG 23-93/1992E). Ottawa, ON: Author.

Economic Council of Canada. (1979, November). *Responsible regulation: An interim report* (Cat. No. EC 22-70/1979). Ottawa, ON: Supply and Services Canada.

Forbes, J.D. (1987). *The consumer interest*. London, England: Croom Helm.

Green, D.H. (1983). *Consumers in the economy*. Cincinnati, OH: South Western.

Harland, D. (1987). The United Nations guidelines for consumer protection. *Journal of Consumer Policy, 10*, 245-266.

Harris, R.G., & Carman, J.M. (1983, Spring). Public regulation of marketing activity: Part I: Institutional typologies of market failure. *Journal of Macromarketing, 3*, 49-58.

Harris, R.G., & Carman, J.M. (1986, Spring). Public regulation of marketing activity, Part III: A typology of regulatory failures and implications for marketing and public policy. *Journal of Macromarketing, 6*, 51-64.

Hughes, G.D. (1981, Fall). Marketer's potential contribution to regulatory reform. *Journal of Macromarketing, 1* (2), 28-35.

'IOCU' — World consumer rights day. (1984, March/April). *Consumers Association of Canada Network*, pp. 11-12.

Jensen, H.R. (1986). The relevance of alternative paradigms as guidelines for consumer policy and organized consumer action. *Journal of Consumer Policy, 9*, 389-405.

Koopman, J. (1986). New developments in government consumer policy: A challenge for consumer organizations. *Journal of Consumer Policy, 9*, 269-286.

Kroll, R.J. (1991). Advancing the consumer interest: Traditional ideology versus a generic view. *Advancing the Consumer Interest, 3*(1), 22-27.

Lane, S. (1983). The rationale for government intervention in seller-consumer relationships. *Policy Studies Review, 2*, 419-428.

Merciai, P. (1986). Consumer protection and the United Nations. *Journal of World Trade Law, 20*(2), 206-231.

Ornstein, N.J., & Elder, S. (1978). *Interest groups, lobbying and policymaking*. Washington, DC: Congressional Quarterly Press.

Pestoff, V.A. (1988). Exit, voice, and collective action in Swedish consumer policy. *Journal of Consumer Policy, 11*(1), 1-28.

Ramsay, I.D.C. (1984, December). *Rationales for intervention in the consumer marketplace.*. London, England: Office of Fair Trading.

Ramsay, I.D.C. (1985). Framework for regulation of the consumer marketplace. *Journal of Consumer Policy, 8*, 353-372.

Ritchie, J.R.B., & LaBreque, J.R. (1975, July). Marketing research and public policy: A functional perspective. *Journal of Marketing, 39*, 12-19.

Rock, R., Biervert, B., & Fischer-Winkelmann, W.F. (1980). A critique of some fundamental theoretical and practical tenets of present consumer policy. *Journal of Consumer Policy, 4*(2),93-101.

Scheffman, D.T., & Appelbaum, E. (1982). *Social regulation in markets for consumer goods and services [Ontario Economic Council Research Studies]*. Toronto, ON: University of Toronto Press.

Schooler, R.D. (1982). The consumer's interest — The superordinate and the subordinate. *Journal of Consumer Affairs, 16*(1), 166-172.

Stanbury, W.T. (1993). *Business-government relations in Canada* (2nd ed.). Toronto, ON: Nelson Canada.

Stanbury, W.T. (Ed.). (1978). *Studies on regulation in Canada*. Toronto, ON: Institute for Research in Public Policy.

Wildavsky, A. (1979). *The art and craft of policy analysis*. Toronto, ON: Little, Brown and Co.

ANNONCE

En vue de célébrer l'Année internationale de la famille, la Revue canadienne d'économie familiale souhaite recevoir des articles qui pourraient entrer dans une section spéciale sur ce thème des numéros de 1994.

Thème	**Numéro**	**Date limite**
Familles: La scène internationale	Été 1994	1er mars 1994
Familles: D'hier à aujourd'hui	Automne 1994	15 juin 1994

Book Reviews

Debbie MacLellan

If you are interested in reviewing a book, please contact the Book Review Editor, stating your area of interest. A book for you to keep will be sent to you for review.

Book Review Editor

Home Economics Publishing
Collective, UPEI
University of Prince Edward Island
Charlottetown, PEI
C1A 4P3

You Count, Calories Don't: The HUGS™ Plan for Better Health by Linda Omichinski, BSc (FSc), RD (1993). Winnipeg, Manitoba: Tamos Book Inc., 311 pages; $19.95 (paperback).

Linda Omichinski is a graduate of McGill University Nutrition program and has been a registered dietitian since 1983. Through her experience and research she has developed the HUGS™ Plan for better health on which this book is based.

In her book the author takes a new approach, rejecting the diet model and encouraging people to focus on individual happiness, self-esteem, and accepting yourself for who you are. Throughout the book the HUGS™ philosophy is discussed. This philosophy is based on the premise that diets do not work, and that if individuals change their lifestyles, they will be happier, healthier people. Using apropos illustrations by Sandra Storen, and recent research and case studies based on her experience, she has presented the information in a way that is easy to understand and interesting to read. The book is designed for anyone who has been on a diet, contemplates going on one, or has worked with individuals who diet.

Although there is a lot of information presented, the author suggests that you "read it slowly one chapter at a time, taking time to digest the information and put the suggestions into action." The information is excellent and the author's approach is sensible and realistic. A must for anyone concerned about his or her health and leading a healthy lifestyle.

Reviewed by:
Margie Kays, BSc, PDt
Dietitian
Charlottetown, P.E.I.

Nutrition Throughout the Life Cycle by Sue Rodwell Williams and Bonnie Worthington-Roberts. (1992). St. Louis: Mosby Year Book, 498 pages; $59.50.

This book is a comprehensive review of nutrition in the life cycle. It contains up-to-date information and is well-researched and reliable. The sections on pregnancy and lactation are especially well done. Nutrition is viewed in terms of health promotion rather than just disease treatment.

It is a U.S. publication and therefore contains U.S. nutrient tables and food guidelines, although the Recommended Nutrient Intakes for Canadians are included in the appendix.

The layout of the book includes definitions in the margins and review questions at the end of each chapter. This would add to its value as a textbook. It is technical in places and of limited value for those without some science background.

This book, although obviously designed for use by students, would be a valuable resource for anyone teaching or working in a health-related profession.

Reviewed by:
Rita Arsenault, BSc, PDt
Community Nutritionist
O'Leary, P.E.I. C0B 1V0

The Family in Question (2nd ed.) by Diana Gittins. (1993). London: MacMillan Education Ltd., 168 pages; $21.95.

Diana Gittins, in *The Family in Question*, suggests that the reader stop assuming that there is a single, uniform phenomenon called "the family." Gittins uses research from historical, anthropological, and feminist sources to show the diversity of families over time and across cultures. She states that we must, instead, look at "families," which differ widely in regard to class, gender, and age, and are in a constant state of change. Gittens exposes the differences between functionalist theories about "the family" and actual family structures and relationships. She goes on to examine fundamental questions about power relationships in families, why people marry, and whether the family is, indeed, in crisis.

Her coverage of these topics from a feminist vantage point provides new insight as we prepare for 1994, designated by the U.N. as the International Year of the Family. *The Family in Question* is part of the "Women in Society" series, edited for MacMillan by Jo Campling, for students, academics, and researchers, and also intended to be accessible to a broader general readership. Readers will find Gittens' work to be well-researched and well-documented. The style is appropriate for a scholarly setting, but those less accustomed to academic writings may find it heavy going. Home economists, who have long recognized both the diversity of families and the complexity of relationships within families, will be especially interested in this book.

Reviewed by:
Margaret Prouse, BASc
Freelance Home Economist
Charlottetown, P.E.I.

The Joy of Not Working by Ernie J. Zelinski. (1991). Edmonton, AB: Visions International Publishing, 187 pages; $16.95 paperback.

The Joy of Not Working provides a lighthearted yet thoughtful look at the benefits of making time for leisure and using it effectively. In a world that places high value on work, this book provides a refreshing outlook on the need for a balanced lifestyle.

The author contends that society has been too focussed on jobs and careers and people have derived too much of their sense of identities from them. When jobs are lost due to economic downturns, illness, retirement, or other reasons, people are devastated and unable to cope with the change. He suggests that if people were able to develop a more balanced perspective, where their work is only one component of healthy lifestyles, they could lead happier, more fulfilling lives.

Building leisure time into their daily lives, however, does not guarantee fulfillment. People must learn to use their leisure time effectively. "Success and satisfaction away from the workplace are not based on being lucky in life. To attain the two takes effort in following certain relevant principles. These principles are the basis for this book" (back cover).

The message of the book is simple and permeates the book — maintain a positive attitude and develop a balanced lifestyle. Each chapter, however, addresses this theme from a different perspective. Topics include: the role of perception in our choices and behavior, the morality (or immorality) of work, workaholism, being unemployed, getting motivated, mastering the moment, developing perspective about money and financial security, to name a few.

The author combines text with cartoons, mini-exercises, and quotations to deliver his message. Although depth of content is lacking, the book is enjoyable to read and provides tidbits of information that can motivate readers primed for making changes in their lives. Professionals may also find that the book is useful for providing support material or a lighter perspective for topics that they present to individuals or groups.

Reviewed by:
Glenda Everett, MS, PHEc
Program Administrator, Consumer and General Education
Lethbridge Community College
Lethbridge, AB

The Christmas Imperative by Leslie Bella. (1992). Halifax, Nova Scotia: Fernwood Publishing, 252 pages; $19.95, paperback.

This book is based on the author's research into the origins and impact of women's struggle to produce and reproduce successful Christmases. The phrase "the Christmas imperative" was coined by the author to describe this compulsion. This concept is described in detail in Chapter One.

Chapters Two through Five look at the history of the celebration of Christmas from the pre-Christian celebrations of the winter solstice through to the present day. The author describes how the feminization of Christmas occurred as a result of pressure from women's magazines throughout the latter half of the nineteenth century and into the twentieth. Christmas became big business with the advent of department stores, and Chapter Four describes the use of Christmas by these large retailers, in particular the Timothy Eaton Co., in Canada. Chapter Five continues this theme by looking at the various Christmas promotions by other institutions, from Sunday schools to television situation comedies. In the final chapter, the author summarizes her findings and looks at ways of transforming our experience of Christmas.

Interspersed throughout the book are interesting quotes, excerpts from popular literature, and passages from women's diaries. These help to make the topic more meaningful.

The book is directed to any woman caught in the trap of trying to create the "perfect" Christmas for her family. It offers insight into why this has occurred and offers helpful suggestions on how to change our ways of dealing with this struggle.

Reviewed by:
Debbie MacLellan, BSc, MSc
Assistant Professor
University of Prince Edward Island
Charlottetown, P.E.I.

Canadian Families: Past and Present. (2nd ed.) by Emily M. Nett. (1993). Toronto: Butterworth's, 427 pp.; $28.95.

A revision of the 1988 edition of the same title, *Canadian Families: Past and Present,* is intended as a text for university students in Sociology. It is nicely designed and well-bound, a comfortable book to read. Although analysis of 1991 census data on families was not available for this revision, other new material has been added and current problems and issues are discussed including, among others, the instability of children in many families today.

The author describes herself in the earlier edition as one who came to family sociology from "a liberal arts education with a strong smattering of philosophy and literature." Being aware of the power of language, she is concerned with the "war" over the definition of "family" which she sees as a possible cause of its future demise. She points out that many of the stereotypes, myths, and beliefs we hold of families in our society are often contradicted by evidence in actual studies. Her examples and stories across time from Canada and elsewhere, from various sources including literature as well as statistics, encourage us to look beneath the surface and question the stereotypes.

"The Social Environment: Families in the Canadian Economy" (Chapter 2) traces the economy from hunting and gathering, including Native cultures of the past through the early days of white settlement, to the present. Since "the first influence on Canadian society was from France," inclusion of Quebec francophone families is welcome, although seldom found in family textbooks.

Diversity in Canadian family economic patterns exists today as in the past. Canadian families also show great variety in cultural beliefs and expression and participate in many sub-cultures. Over time, families have been more and more treated as filling the economic role of consumer rather than producer while the provision for everyday needs, education, and health care for family members has moved to agencies outside the home. In summarizing these changes Nett remarks, "the consequences of couple co-production of income have reverberated throughout the society as well as within family households." She discusses questions arising from changed demographics such as changes in family-kin-networks, both in size and location. Nett predicts that "family networks of support will become increasingly fragile," while at the same time deficiencies exist in State and community support, in education of the young, and preparation for parenthood and household management.

Nett reiterates the need to look back and reflect on the past as we search for alternatives for the present and future. Her book is a thoughtful survey or "map" of Canadian families. The sociological theories summarized and critiqued, beginning with those of the mid-nineteenth century "following Darwinian theories of biological evolution," provide useful background for home economists. If we hope to fulfill our mission as home economists working effectively with families, we need to know the material presented here. *Canadian Families: Past and Present* encourages us to reflect on the need for balance between individual rights and freedoms, family ties and support, and the broader community and its common culture and multifaceted sub-cultures within which Canadian families live. It is appropriate reading for the International Year of the Family.

Reviewed by:
J. Estelle Reddin
Home Economics Publishing Collective UPEI
Charlottetown, P.E.I.

Abstracts of Current Literature

Sheri McBride

Clothing and Textiles

The green dyer.

Horstmann, G. (1993)
Textile Asia, 24(July), 56, 65-66.

This article deals with the relationship between the environment and dyeing techniques, and how these two issues can be made more compatible. The public is asking for dyed textiles that are pleasant and fashionable, but, at the same time are environmentally safe. Meeting these two conflicting demands requires a great deal of care on the part of the dyer.

EnviroCare is a Ciba-Geigy project which communicates recent developments in dyeing to the textiles industry. Some of the most important developments are reviewed in this article. Waste from the dyeing process has always been a large environmental problem. The new cibacron C range is a milestone in reducing waste when fixatives are used. In addition, spraying techniques have been developed, which show promising results for both colouring and printing processes.

New techniques have been developed that keep water consumption to a minimum: for example effluent-free dye houses are now in use. In addition, the traditional water conserving "standing-bath" dyeing method is gaining popularity over the contemporary water consumer "fresh-bath" dyeing method.

Despite the new developments, the author is quick to point out that effluent and waste cannot be eliminated immediately or completely. New procedures, attitudes, and policies are necessary to ensure progress is made in decreasing the problem.

Dyeing of polyester fibres using ultrasound.

Saligram, A., Shukla, S., Mathur, M. (1993)
Journal of the Society of Dyers and Colourists, 109, 263-266.

Conventional methods of textile dyeing consume a significant amount of energy to ensure even dispersion and good uptake of dye particles into fibres, particularly synthetic fibres. This paper measures the effectiveness of the ultrasound method of dyeing polyethylene terephthalate (PET) and polybutylene terephthalate (PBT) fibres. PBT filament yarn (75 dernier/15 filaments, type G-300 HP) and PET staple fibres were used. Disperse dyes used were Foron Brilliant Orange ERL (S<CI Disperse Orange 25: F.M.M.323) and Foron Navy Blue S-2GL (S,CI Disperse Blue 79:R.M.M. 640). The fibres, swollen and unswollen, were dyed with and without the application of ultrasonic energy under different conditions of time and temperature. Some cases included 3 g/l of the carrier Dilatin TCI.

The results showed a marked increase in dye absorbency using ultrasonic energy at lower temperatures (i.e., 45°C) in the presence of carriers and pre-swelling treatments, but little difference using conventional high temperature processes. The reduction of energy consumption when using ultrasound techniques suggests additional research in this area is required. Future research may explore high energy ultrasound in order to eliminate the preswelling process and conserve more energy.

Extent and nature of sexual harassment in the fashion retail workplace.

Workman, J. (1993)
Home Economics Research Journal, 21, 358-380.

Significant research has been done which characterizes the victim of sexual harassment in the workplace. The victim is usually young, unmarried, and female; 96% of the perpetrators are male. The individual costs to the women who have been sexually harassed are psychological and physical, and can affect work and academic performance. The costs to the employer include high absenteeism, payment of sick leave, transfers, and the training of replacement employees. However, very little research on sexual harassment in the fashion retail workplace has been conducted.

Workman uses five categories of sexual harassment defined by Till (1980) to study students working in the fashion retail outlets. Clothing and textile students (n = 132) enrolled in the 1992 Spring University term, with some retail experience, completed two questionnaires designed to measure sexual harassment in the workplace: The Sexual Experience Questionnaire (SEQ2) and the U.S. Merit System Protection Board (MSPB).

The results showed that most of the women had experienced sexual harassment, however, less than half of them labelled the behaviors as such. Gender harassment and seductive behaviors were the most frequently reported behaviors, in which informal methods were used to cope with the intrusions. No respondents to this study had filed any formal complaint or grievance. The author suggested that training should be provided during schooling to better inform the students of their rights in the workplace and what forms of assistance are available to them if assistance is needed.

Supplementary listing of articles:

Effects of preswelling treatments on the properties of cotton fibres crosslinked with 1, 2, 3, 4 Butanetetracarboxylic acid. Zeronian, S.H., Buschle-Diller, G., Fisher, L.D., Alger, K.W., Holmes, S.A., Slaven, P.A., & Bertoniere, N.R. (1993). *Textile Research Journal, 63*, 488-493.

Chapter 12: The application of basic dye cations to anionic fibres: Dyeing acrylic and other fibres with basic dyes. Aspland, J.R. (1993). *Textile Chemist and Colourist, 25*(6), 21-26.

World trade and the Multi Fibre Agreement. Kirby, M. (1993). *Textile s, 22*(1), 8-10.

Older adults: Clothing preferences for thermal comfort in cold weather. Khan, S., Roper, L., & Rogers, M. (1993). *Journal of Consumer Studies and Home Economics, 17*, 187-195.

Enhanced bleaching and softening of jute pretreated with polysaccharide degrading enzymes. Kundu, A.B., Gosh, B.S., & Chakrabarti, S.K. (1993). *Textile Research Journal, 63*, 451-454.

Submitted by:
Kate Swallow Yee
MSc Student
Department of Clothing and Textiles
University of Manitoba

Foods and Nutrition

Effect of alternative sweeteners on egg-thickened mixture.

Thielen, T.F., McComber, D.R., & Cox, D.F. (1993)
Journal of the American Dietetic Association, 93, 814-815.

This study was designed to determine the physical and sensory effects of substituting alternative sweeteners for sucrose in baked custards. Seven custard treatments were studied with five replications each. The control custard contained 12.5 g sucrose. Four recipes used products to produce equivalent sweetness: liquid fructose, acesulfame K, a combination of acesulfame K and sucrose, and a combination of aspartame and saccharin. Two recipes used double sweetening power with acesulfame K or a combination of aspartame and saccharin. Standard mixing methods were employed and custards were baked at 176°C to doneness. Baking times and endpoint temperatures were recorded. Crust tenderness was measured using a penetrometer. Sensory evaluation was completed using a 15 cm line scale for crust appearance, crust tenderness, gel consistency, sweetness, bitterness, and acceptability.

Average endpoint temperature for the control custard was 86°C. All other sweeteners raised this point 3 to 6°C. Baking time was longest with the sucrose control. No significant differences were evident for the baking times of the 6 other custards, which were 8 to 13 minutes less than the control. Penetrometer and sensory analyses showed no significant differences between the control and the fructose custards. Custards made with a combination of acesulfame K and sucrose yielded an acceptable product despite the less smooth and less tender crust. Custards made with double acesulfame K or a combination of aspartame and saccharin were less acceptable and more bitter than the control. Custards made with double acesulfame K were significantly less tender, less smooth, and were firmer than the control custard. The combination of aspartame and saccharin was significantly different from the control custard in every parameter except sweetness.

Baked custards sweetened with fructose or a combination of acesulfame K and sucrose produced the most acceptable alternatives to a sucrose-sweetened custard. The authors suggested extending the study to include use of lower fat milks since the expected textural changes might affect sweetness.

Carbohydrate intake and recovery from prolonged exercise.

Fallowfield, J.L., & Williams, C. (1993)
International Journal of Sport Nutrition, 3, 150-164.

The purpose of this study was to examine the ability to sustain exercise after a bout of prolonged exercise and a recovery diet containing carbohydrate. Sixteen adult male subjects were divided into two matched groups. One group received the carbohydrate treatment and the other served as a control. All subjects were engaged in training programs. Over the 48 hours prior to the first exercise period, subjects were prescribed their normal diet as determined by previously recorded 7-day dietary records. Treadmill runs were held on consecutive mornings after an overnight fast. For the first trial, both groups ran at 70% VO_2max on a level treadmill for 90 minutes or until volitional fatigue. During the 22.5 hour recovery period, the treatment group received additional energy to bring their carbohydrate intake up to 9 g/kg body weight. This was provided as a 16.5% glucose-polymer solution. The control group received the caloric equivalent in the form of dietary fat and protein. In the second trial, subjects again ran at 70% VO_2max for as long as possible.

Run times for both groups did not differ significantly for the first trial. For the second trial, the mean run time for the control group was significantly reduced by 15.57 minutes, while the carbohydrate supplemented group was able to match their first performance. The restoration of endurance capacity appears to be more complete by increasing the carbohydrate content of a baseline diet.

Vitamin A supplementation in northern Ghana: Effects on clinic attendances, hospital admissions, and child mortality.

Ghana VAST Study Team (1993)
Lancet, 342, 7-12.

Two randomized, double-blind, placebo-controlled trials were carried out in two studies to assess the effect of large doses of vitamin A on childhood morbidity and mortality in rural northern Ghana where vitamin A deficiency and xerophthalmia are common. The Survival Study included 21,906 children aged 6-90 months who were followed for 26 months. The Health Study included 1,455 children aged 6-59 months who were followed for a year. Subjects were randomly assigned to receive either 200,000 IU retinol equivalent (100,000 IU for those under 12 months) or a placebo every 4 months. At baseline xerophthalmia prevalence was 0.7% in the Survival Study and 1.5% in the Health Study with rates between the placebo and treatment groups being similar.

Children in the vitamin A groups were significantly less likely to have several clinic visits or hospital admissions than the placebo group. As well, significantly fewer deaths occurred in the vitamin A group. The mortality rate due to acute gastroenteritis was significantly lower in the vitamin A clusters than in the placebo clusters.

The authors stated that these results have important health policy implications. The results indicated that strategies for improving vitamin A status of children in areas where xerophthalmia exists, even at lower prevalence, should be a high priority for health and agricultural services.

"Junk food" and "healthy food": Meanings of food in adolescent women's culture.

Chapman, G., & MacLean, H. (1993)
Journal of Nutrition Education, 25, 108-113.

This qualitative research project was designed to explore the meanings of foods within the adolescent female culture by looking at ways in which these women classified foods. Ninety-three young women (aged 11-18 years) in Metropolitan Toronto participated in in-depth individual interviews and small group discussions to identify and elaborate on their food concerns and issues.

The main classification scheme that emerged from the data was a dichotomization of foods as "junk food" or "healthy food." The foods most likely to be classified as "healthy" were seen as belonging to the Four Food Groups, while the "unhealthy" foods were not perceived to belong. "Junk foods" were reported to contain a lot of fat, sugar, cholesterol, and/or energy. They were perceived to be unhealthy, fattening, and to cause acne. By contrast, "healthy foods" were thought to be "good for you," nutritious, and provide nutrients needed by the body. Subjects felt these foods would help maintain weight and keep skin clear.

Subjects often felt it necessary to apologize for eating "junk foods." Consumption of these foods was associated with guilt, self-disgust, and a perceived lack of control. They were also associated with pleasure, friends, independence, and being away from home. "Healthy foods" were linked with family meals and being at home. Categorizing foods into only two food groups was recognized as difficult by some subjects who suggested a third group called "in-between" foods.

The authors concluded that the dichotomous food classification scheme seems to be an integral part of the adolescent female culture. Understanding the role food plays in the social maturation process and how food is viewed by adolescent women can be of use to nutritionists when planning educational and intervention programs.

Barley bran flour accelerates gastrointestinal transit time.

Lupton, J.R., Morin, J.L., & Robinson, M.C. (1993)
Journal of the American Dietetic Association, 93, 881-885.

This study investigated the effect of barley bran flour on colon physiology in 44 adults (23 men, 21 women; mean age 49 years). Baseline data were collected after subjects completed a 3-day dietary record and collected faecal samples for 5 days. After collecting baseline data for 1 week, subjects were randomly assigned and stratified by age, gender, and ideal body weight into one of two groups of 22 persons each. One group received 20 g cellulose per day and the second group received 30 g barley bran flour per day. Subjects were instructed weekly on dietary adherence to a National Cholesterol Education Program Step 1 diet. A second set of 3-day dietary records was kept and a second period of faecal collection was completed after subjects had consumed the fibre supplements for 2 weeks. Radiopaque markers were used to determine mean transit times. Total daily faecal weights and dry weights were determined.

Subjects reported no side effects during fibre supplementation. Independent of fibre supplementation, dietary records showed no significant differences in fibre intake or weight of food ingested between the baseline and post-supplementation periods. Mean transit time was significantly shorter by 8 hours with barley bran flour. Cellulose had no significant effect on transit time. Daily stool weight increased by 28% (48.6 g) with the consumption of barley bran flour and remained the same as at baseline for subjects receiving cellulose. Cellulose also resulted in a 13% decrease in the number of bowel movements over baseline.

The authors concluded that barley bran flour clearly decreased gastrointestinal transit time and increased faecal bulk. Foods containing barley bran flour seem to provide a double positive benefit — reduction of serum cholesterol and improvement of laxation.

Supplementary listing of articles:

A study of attitudes and use of the plate model among various health professionals giving dietary advice to diabetic patients. Nydahl, M., Gustafsson, I.B., Eliasson, M., & Karlstrom, B. (1993). *Journal of Human Nutrition and Dietetics, 6,* 163-170.

Dietary fat and the control of energy intake: Evaluating the effects of fat on meal size and postmeal satiety. Blundell, J.E., Burley, V.J., Cotton, J.R., & Lawton, C.L. (1993). *American Journal of Clinical Nutrition, 57*(suppl), 772S-778S.

Dietary fat and serum lipids: An evaluation of the experimental data. Hegsted, D.M., Ausman, L.M., Johnson, J.A., & Dallal, G.E. (1993). *American Journal of Clinical Nutrition, 57,* 875-883.

Lean beef and beef fat interact to enhance nonheme iron absorption in rats. Kapsokefalou, M., & Miller, D.D. (1993). *Journal of Nutrition, 123,* 1429-1434.

Intrauterine food restriction is associated with obesity in young rats. Anguita, R.M., Sigulem, D.M., & Sawaya, A.L. (1993). *Journal of Nutrition, 123,* 1421-1428.

Role of magnesium in regulation of lung function. Landon, R.A., & Young, E.A. (1993). *Journal of the American Dietetic Association, 93,* 674-677.

Submitted by:
Laurie Wadsworth, MSc
Public Health Nutritionist
Swift Current, SK.

Family and Consumer Studies

Older women's concept of home: Psychological dimensions.

Peritt, M.R., Ipson, J., Martin, J., McCune, S.L. (1993)
Journal of Home Economics, 85(1), 25-29

With an ever-increasing senior population, housing choices for the older parent have become a major family concern. Researchers studying family housing adjustment have found that it is as important to understand the psychological role that the home assumes for the older parent as it is the physical role.

This study was conducted to identify the principal dimensions of the psychological concept of "home," to determine whether the psychological meaning of home is comprised of separate and identifiable dimensions, and to determine whether an older woman's concept of home may be inferred from observable phenomena and empirical data.

A representative cross-section of older women of varying demographic characteristics was chosen for this study, women being the primary users of housing for this age group. Initially they were asked to respond to the sentence, "My home is important to me as a place to . . . ." The responses were rated for their relative importance to the psychological concept of home. A principal component factor analysis identified items appropriate for final instrument construction. A sample of 526 older women responded to the final testing.

Findings indicated that a) the psychological concept of home in older women is comprised of eight separate and identifiable dimensions, including self-actualization, physical care and safety, refuge, social interaction, emotional well-being, stability, beauty and order, and independence and freedom, and b) an older woman's concept of home may be inferred from observable phenomena and empirical data.

The study provides families and professionals with a more informed knowledge base which can assist them in evaluating available housing options and in selecting more appropriate alternatives for aging family members. The article emphasizes the many avenues through which home economists can apply the knowledge gained from this study, including involvement in education, community service, advisory roles, political advocacy, and research.

Ethical guidelines for the practice of family life education.

Brock, G.W. (1993)
Family Relations, 42(2), 124-127.

Family life educators share the same ethical concerns as other regulated mental health professions, but the practice of family life education is not guided by a code of ethics. The proposition presented in this paper is that the practice of family life education requires regulation and practice guidelines, especially when one considers the increasing popularity of family life education and psycho-educational programs. It is quite possible that family life education is provided to more consumers than the number served by other mental health professionals.

The article highlights similarities and differences between family life education and family therapy, specifically in areas of service and the potency and/or capacity of these programs to cause harm. Differences are marked by the model of health care delivery adopted by each, therapy being a medical model of service and family life being an educational model of service. Therapists are obliged by regulatory mechanisms and practice standards to avoid dual non-sexual relationships with clients. No such regulations exist for the family life educator; however, the role of instructor/evaluator is a dual role that is integral to the practice of family life education. These differences suggest that family life education needs its own ethics code.

The author observes that the absence of regulation can be blamed partially on the perception that family life education is so much less potent than therapy that it is not a health care practice requiring regulation. Recent studies presented in this paper show that family life education/psycho-educational treatment are potent and effective interventions and their capacity to heal or harm should not be ignored.

A proposed ethics code for family life educators is outlined, drawn from the *American Psychological Ethics Code*. It includes the broadbased values accorded to most health professions as well as the more narrowly defined ethical concerns unique to the practitioners of family life education. Professor Brock sites three preventive functions of these guidelines: 1) they establish disciplinary mechanisms, 2) they present guidelines for safe and effective practice, and 3) they establish a perception among practitioners and consumers that family life educators practice safely and with their clients' interest at heart.

Family risk factors, parental alcohol use, and problem behaviors among school-age children.

Tubman, J.G. (1993)
Family Relations, 42, 81-86

The purpose of this study was to assess the associations among psychosocial functions, problem behaviors, ratings of family functioning, and demographic variables for school-age children of alcohol-dependent men and comparison children. Various measures were assessed and an index of family risk was constructed. Hierarchical multiple regression analyses were used to determine if the family risk index accounted for variance in ratings of children's psychosocial functioning beyond that accounted for by fathers' alcohol dependence and by demographic variables.

The study sample consisted of 53 families: 26 alcohol-dependent and 27 comparison, recruited through radio and newspaper announcements. Telephone screening, personal interviews, and mail-in surveys were utilized.

An increase in family risk factors was demonstrated for families of alcohol-dependent men compared to families of non-alcohol-dependent men. Findings indicated that family disruption and fathers' alcohol dependence both significantly influenced childrens' psychosocial functioning.

The implications of this study for family therapists and family life educators, working with school-age children of alcoholics, are important. In the future, therapeutic and educational efforts may involve more multidimensional approaches to families rather than a single focus on the alcohol-dependent person. A wide range of resource options may need to be constructed to meet a greater variety of needs for these families.

Housing for disabled persons: To what extent will today's homes accommodate persons with physical limitations?

McFadden, J.R., Brandt, J.A., Tripple, P.A. (1993)
Home Economics Research Journal, 22(1), 58-82.

This article reviews the incidence of disability within the non-institutionalized U.S. resident population. It categorizes disabilities into various levels: activities of daily living (ADLs) involving personal functional activities such as eating and dressing; instrumental activities of daily living (IADLs), i.e. measures of living independently such as preparing meals and shopping. Estimates of functional limitations, degree of limitations (severe/not severe), and gender differences (women report more activity limitations than men) also aided in the categorizing of physical limitations.

Theories regarding choice, consumer efficiency, consumer decisions, and housing norms were reviewed as they related to aging in place (living independently in one's current place). A questionnaire using this framework was prepared concentrating on housing that would accommodate mobility impairment. Accommodation of a wheelchair was chosen as the measure to be studied since it is the means of mobility for those with severe mobility limitations.

Data on wheelchair accommodation of existing housing was collected from three states, Oregon, Nevada, and Utah, yielding a sample of 1549 homeowners (Land-Grant University employees aged 40 and over). Respondents were asked to analyze structural features of their homes and indicate if their home can presently accommodate a wheelchair, could be modified to accommodate a wheelchair, or unable to be modified because of costs.

Findings indicated that only 1% of the respondents can accommodate a wheelchair at present, 77% could modify to accommodate a wheelchair, and 22% would be unable to modify (prohibited by cost). Results also indicated that the number of architectural features that could be modified to accommodate persons with mobility impairments differed significantly by these demographic variables: gender, income, marital status, education, and health. Married males in good health with high incomes were most likely to be able to modify their existing housing.

Given our aging population, homes will increasingly need to accommodate the mobility impaired. Home economists have an obligation to educate the public to the needs for accessible and/or adaptable housing and to encourage builders, designers, and government housing agencies to increase the proportion of barrier-free housing to accommodate all types of mobility impairment.

Supplementary listing of articles:

Rogers, C., Kaiser, J., Kasper, A., & Sawyers, J. (1993). **Skills and challenges in childcare: Perceptions of the "flow" experience among teachers**. *Home Economics Research Journal, 22*(1), 83-91.

Brubaker, T.H., & Roberto, K.A. (1993). **Family life education for the later years**. *Family Relations, 42*(2), 212-221.

Bene, P., & Southers, C.L. (1993). **Employment and the enhancement of adolescent well-being**. *Journal of Home Economics, 85*(1), 25-29.

Vinakier, A.P., & van Ryn, M. (1993). **Social support and undermining in close relationships: Their independent effects on the mental health of unemployed persons**. *Journal of Personality and Social Psychology, 65*(2), 350-359.

Crawford, G. (1993). **Developing student global perspectives through undergraduate resource management**. *Journal of Home Economics, 85*(2), 9-15.

McAuley, E., Lox, C., & Duncan, T.E. (1993). **Long-term maintenance of exercise, self-efficacy and physiological change in older adults**. *The Journal of Gerontology Psychological Sciences, 48*(4), 218-224.

Submitted by:
Heather D. Walker, BSc
Charlottetown, P.E.I.

POSITIVE ANARCHY RULES AS BIKERS TAKE OVER.

All across the country, motorcyclists gather for their annual ride for charity. Proceeds from their ride go towards helping people all across Canada. This event is part of a movement that's helping change the world. One simple act at a time.

IMAGINE

IMAGINE THE DIFFERENCE YOU COULD MAKE WITH YOUR ACTS OF GIVING AND VOLUNTEERING

New Developments

Compiled by Nancy E. Reddin

... In Resources

"HeartSafe"/"Protéger son coeur" Video Education Program

A complete home reference package for heart disease prevention has been developed in cooperation with the Canadian Cardiovascular Society and the Heart and Stroke Foundation of Canada. The program is designed to assist nutritionists, nurses, and other educators in educating clients who are at risk for heart disease or who have suffered a heart attack. The package includes a 50-minute video, hosted in English by Martin Sheen and in French by Jean-Guy Moreau, and a companion guidebook. The price of the package is $29.95 plus PST, GST, and $5.00 shipping; a portion of the proceeds is donated to the Heart and Stroke Foundation of Canada.

To order, write to: Heartsafe, 100-1020 Mainland St., Vancouver, B.C. V6B 2T4, or phone 1-800-843-7955.

Nutrition Journal

Perspectives in Applied Nutrition is a literature survey service designed to help dietitians and health-care practitioners stay up-to-date on advances in nutrition and dietetics. The journal is published in collaboration with The American Dietetic Association; it is issued quarterly, with the first issue released in June 1993. Subscription rates in Canada are U.S.$56.44 for individuals and $84.69 for institutions per year.

To order, write to: Mosby, Inc., 11830 Westline Industrial Drive, St. Louis, Missouri 63146.

Folic Acid Recommendations

Increasing scientific evidence linking neural tube defects (NTD), such as spina bifida and anencephalus, with folic acid intake has led Health and Welfare Canada to release a fact sheet, *Folic Acid: the vitamin that helps protect against neural tube (birth) defects* (*Issues*, April 1993). A key point is that sufficient amounts of folic acid are required before conception takes place in order for it to reduce the risk of these birth defects. All women of child-bearing potential are encouraged to choose foods high in folate, and women who are planning a pregnancy, especially those who had a previous NTD-affected pregnancy, should consult their physician about folic acid supplements.

To order, write to: Health and Welfare Canada/Santé et Bien-être social Canada, Publications, Ottawa, Ontario K1A 0K9. Fax: (613) 952-7266.

Fat-Free Baking with Corn Syrup

One way to reduce the amount of fat we eat is to reduce the amount of fat in baked goods. Corn syrup can be used instead of butter, margarine, or shortening in cookies, muffins, fruit loaves, quick breads, and cakes. The home economists at Best Foods have created a collection of recipes which contain no added fat, less than one gram of fat per serving, and no cholesterol. Copies are available in quantities of 50, 100, 150, and 200 at no charge.

To order, write to: Fat Free Baking the Corn Syrup Way!, Best Foods Canada Inc., Box 500, Etobicoke, Ontario, M9C 4V5; for more information, phone: Sandra Albrecht, (416) 620-2394.

Microwave Cookbook

Pam Collacott, professional home economist, newspaper columnist, and owner-operator of a cooking school, has written *The Best of New Wave Cooking*. This soft-cover collection of microwave recipes from her weekly column also includes conventional oven instructions for most recipesl. Cost is $16.95, plus $3.00 shipping and handling and $1.40 G.S.T.

To order, write to: Creative Bound Inc, P.O. Box 424, Carp, Ontario K0A 1L0; phone (613) 831-3641; Fax: (613) 831-3643.

Women's Development Fund Newsletter

The United Nations Development Fund for Women provides direct support for women's projects and promotes the inclusion of women in the decision-making processes of mainstream development programmes. Its mission is to support efforts of women in the developing world to achieve their objectives of equality and economic and social development and thus improve the quality of life for women and men alike. Its newsletter is UNIFEM News.

For information, contact: UNIFEM News, 304 East 45th St., 6th Floor, New York, NY, 10017, phone: (212) 906-6400.

Wife Abuse: A Workplace Issue

For organizations committed to ending violence against women, *Wife Abuse: A Workplace Issue, A Guide for Change* provides practical resources, training ideas, and an understanding of the issue of wife abuse, based on women's experience. Material is presented in an easy-to-use format; there is no charge for the Guide.

To order, write to: National Clearinghouse on Family Violence, Health and Welfare Canada, Tunney's Pasture, Ottawa, Ontario, K1A 1B5; Fax: (613) 941-8930.

Teaching Kit for Environmental Education

"Earth Academy" is a program from Laidlaw Environmental Services designed to supplement classroom curricula for all school grades and also to promote awareness for adult community groups. Elements include a classroom poster, live speaker presentation by a local Laidlaw representative (completely non-commercial), video about recycling and household hazardous waste, colouring and activity book for younger ages and brochure for older students and adults, and teacher's notes and reading list.

For information, contact: John Elliott, Director, Communications, Laidlaw Environment Services, 265 North Front St., Suite 502, Sarnia, Ontario, N7T 7X1; phone: (519) 332-0720; Fax: (519) 332-0369.

New Video Releases

New releases from the National Film Board include "Thinking Positively", combining the story of a young woman with HIV infection and conversations with young people in a rural town exploring issues surrounding the attitudes of adolescents towards their own sexuality; "The Events Leading up to my Death", a satiric and insightful look at a suburban family in crisis; and "Out: Stories of Lesbian and Gay Youth", an intimate exploration of the struggles of gay and lesbian youth in Canada. Also available is a listing of new video releases and a catalogue, *Beyond the Image,* of films and videos about women's culture, politics, and values.

To order, contact: local NFB libraries or The National Film Board of Canada, Consumer Services, D-10, P.O. Box 6100, Station A, Montreal, Quebec, H3C 3H5; Fax: (514) 283-7564.

... In Products

New Sizing for over 55s

A U.S.-wide study involving 7,000 women has resulted in the first ever database of body measurements for women aged 55 and over. Until now, the standard for industry reference was based on 1942 body measurement data from physically fit military women. Specific proportional changes were documented in the shoulder, back length, bust, waist, abdomen, and upper arm. It is expected that the new data will be used to update forms and patterns for ready-made apparel.

Source: *Style,* August 16, 1993.

Wooden Cutting Boards Safe

Plastic cutting boards have for years been assumed to be safer than wood for food preparation because they were thought to be less hospitable to bacteria. However, two microbiologists at the University of Wisconsin-Madison's Food Research Institute were surprised to discover that wooden cutting boards actually kill bacteria that survive well on plastic. Nonetheless, the researchers point out that cooks should continue to be careful when handling foods; the advantage offered by wood "doesn't mean that you can be sloppy about safety." They have not been able to determine the origin of the idea that wood isn't safe, and do not yet know why wood is so inhospitable to bacteria.

Source: *Canadian Grocer,* June 1993.

New Legwear Marketing

What do cheesecake, apple pie, and pantyhose have in common? Sara Lee! The $14-billion U.S. food giant is also involved in apparel and has recently acquired a Canadian hosiery company; some brands in its portfolio include Hanes, L'eggs, WonderBra, and Whisper. The corporation realized that Canadian customers and retailers have specific needs and priorities. Canadian women don't like overpackaging, so the L'eggs brand, for the first time, will be sold in a flat pack instead of its domed package. Canadian women also prefer simple, straightforward sizing, so Sara Lee has responded with specially modified size charts. Sales of legwear to Canadian women amount to $310 million of sheers and $150 million of socks each year, of which 90 percent is domestically produced.

Source: *Style,* September 6, 1993.

Flour from Potato Skins

A way to make a high-fibre flour out of potato skins has been developed at the University of Maine. The researcher has discovered strong cancer-fighting properties in the skins, which are usually sold as pig feed. The peels can be turned into a dark flour for use in muffins, bread, or pizza crusts. This process is expected to increase revenues for potato producers.

Souce: *Canadian Grocer,* August 1993.

... In Ideas

Theatre in Health Campaigns

Experiences around the world have shown that theatre can be an adaptable, entertaining, and effective way of delivering health messages. At the Theatre in Health Education World Stage conference in Birmingham, England, one performance, *The Screaming Abdabs,* was an enactment of the tensions that escalate as new parents try to cope with an unhappy baby. After dramatizing the familiar story of parents becoming stressed and angry from failing to soothe the baby despite feeding, rocking, feeding again, and bathing, the scenes were re-run with audience participation. This time the audience could shout "Stop" and make changes to the script. Their suggestions for altering the parents' behavior showed how the problems they had earlier seen could be avoided. This playlet is usually presented to an audience of young parents in community centres, to give them a new perspective about putting right common family tensions and frustrations. Another delegate, from Nigeria, explained that theatre is a powerful way to communicate, because it builds on already existing traditional ways of celebration.

Souce: *Positive Health: health promotion in action,* Autumn 1992.

Improving Educational Opportunities for Black Learners

A Black Learners Advisory Committee (BLAC) has been formed in Nova Scotia to help resolve the problems that Black children have encountered in education. Far too great a proportion of Black children are being allowed to "fall through the cracks" of the education system, according to Black interest groups. BLAC aims to advise government on policy, determine the effectiveness of educational services for Black students, research the quality of education for Black learners, visit Black communities to gain their input, and work through regional educators to improve cross-cultural understanding, better race relations, and assist Black communities. BLAC's motto is "Positive Interventions, not Hurried Preventions."

Source: Black Learners Advisory Committee, Suite 418, Trade Mart Building, 2021 Brunswick Street, Halifax, N.S. B3K 2Y5.

Reducing Hunger

Mobilizing groups of volunteers to change policies that contribute to hunger is one way that the Daily Bread Food Bank in Toronto works to prevent food banks from being institutionalized as a "secondary welfare system." In a joint study with the Social Planning Council of Metropolitan Toronto, they have developed a list of "Ten Ways to Reduce Hunger": Allow rent rebates, Use a "market basket" when setting welfare rates, Allow volunteering for U.I. and welfare recipients, Eliminate child poverty through real child benefits, Provide emergency benefit, Restore STEP (work incentive program), Provide a bus pass, Make cheque cashing easier, and Prevent late cheques.

Source: *Perception*, Canadian Council on Social Development, June 1993.

... In Trends

School Leavers

Are high school dropouts unmotivated, low-achieving students from disadvantaged backgrounds who use drugs and work long hours at a job instead of studying? Statistics Canada's 1991 School Leavers Survey reveals that this stereotype is not valid for high school leavers (a less derogatory term than dropout, which is associated with individual failure). Many came from two-parent "white-collar" families, many were doing well at school, and many did not have a job or were working only moderate hours.

According to this survey of 9,460 18-20-year-olds, 18% of 20-year-olds in 1991 were not attending school and had not graduated with a diploma or certificate. Of the school leavers, 32% had completed no more than Grade 9. Leaving school tended to be more common in the Atlantic provinces than in the Western provinces, with 25% of 20-year-old Prince Edward Islanders being school leavers compared to 14% in Alberta.

Young men age 20 were more likely than women that age to have left school (22% versus 14%), with gender difference in school leaver rates decreasing from east to west. The two most important reasons for leaving school given by the male leavers were that they preferred work to school and boredom; having to work for financial reasons and problems with teachers were also important. Female leavers cited boredom and problems with school work as the top two reasons; preferring work to school and pregnancy/marriage were also important.

Although most school leavers and graduates came from two-parent families, the proportion of school leavers in lone-parent families or living without a parent was much higher than the proportion in two-parent families. The percentage of leavers among young women living without their parents was relatively high and may be related to the presence of a child. About one-third of young women not living with a parent were leavers compared to 20% of young women from one-parent families; 27% of female school leavers had dependent children.

Parental attitude about the value of education seemed to influence their children's behavior. Almost all parents (93%) considered high school completion to be very important and only 14% of their children reported leaving school. In contrast, for the small minority of parents who did not value high school completion, 49% of their children had left school without graduating.

More leavers than graduates said they did not enjoy school, were dissatisfied with the variety and usefulness of courses, reported skipping classes in their final year, and said that they did not get along with their teachers. Nonetheless, most leavers enjoyed school, were not dissatisfied with their courses, got along with their teachers, and felt that they did fit in at school. School leavers were more likely than graduates to have experienced failure in elementary school and to have grade averages of "C" or lower before leaving school. But over one-third of leavers had an "A" or "B" average during their last school year, and quit despite very good academic performance.

High school graduates were slightly more likely than leavers to work during their last year at school; however, school leavers were more likely than graduates to work long hours.

In summary, school leavers are a relatively more heterogeneous group than traditionally perceived.

Source: *Canadian Social Trends*, Autumn 1993.

Summer Fashions

For summer '94, the silhouettes will be long, fluid, layered, and romantic: full, pyjama-inspired pants, simple, easy-to-wear dresses, and mix-and-match knit separates. The vest is everywhere for spring and summer, in various lengths including caftan- and cheongsam-inspired looks adding a cultural richness and significance. Interest in natural and natural-look fibres is increasing. Neutrals remain the prominent palette but aqua hues are sure to inject some fresh air, and rich vegetable shades will spice things up.

Source: *Style*, September 6, 1993.

Time Use of Canadians

One-in-three Canadians feel that they are constantly under stress, trying to juggle personal, family, and work demands on their time. Statistics Canada's General Social Survey for 1992 examined the core subject of time use and found that:

- All Canadian adults averaged, over a seven-day period, 3.6 hours a day on paid work and the same amount of time on unpaid work such as domestic chores and volunteer activities.
- The largest amount of time (10.5 hours) was spent on personal care, with most of it sleep (8.1 hours). Free time accounted for 5.7 hours and the remaining half-hour was spent on education and related activities.
- Men generally spent more time on paid work (4.5 hours on average) than women did (2.7 hours); women spent far more time than men on unpaid work, which includes child care, cooking, and meal clean-up, house-cleaning and laundry, shopping, maintenance and repairs, and volunteer activities (4.5 hours for women, 2.6 hours for men). Men had slightly more free time than did women.
- In 1992, paid work and related activities was the main activity of 63% of adult men, who spent 6.1 hours per day on the job, and 42% of adult women, who spent 5.2 hours per day and were more likely to have part-time jobs.

When they got home, female workers were more likely than male workers to do unpaid work and to do more of it: 3.15 hours compared to 2.3 hours. When paid and unpaid work are combined, employed women actually worked more hours a day (9.2) than did employed men (9.0).

- Of the 3.4 million people who described their main activity as keeping house, 96% were women (30% of the adult female population). Women keeping house did more unpaid work than any other group, an average of 6.4 hours a day, and spent the most time on primary child care. Their average amount of free time was 6.2 hours a day, about 2 hours more than reported by women in the labor force.
- Just over one million Canadian adults reported that "looking for work" was their main activity, with twice as many men (7% of men aged 15 and over) as women (3%) seeking jobs. Job-seekers had more time for household chores, leisure, and sleep; male job-seekers had 8.0 hours free time and female job-seekers had 6.8 hours free time.
- Students accounted for just under 9% of men and women aged 15 and over. Education and related activities consumed an average of 5.7 hours a day for male students and 5.5 hours for female students, and paid employment averaged less than an hour daily. As well, students did little unpaid work, 1.8 hours for women and 1 hour for men. However, when time spent on their studies is counted as "work," their total average daily work time approached that of employed men and women, and they reported the least free time of any group aside from the employed.
- Almost 15% of adult men reported that they were retired, compared to 11% of adult women. Retired women averaged 4.6 hours of unpaid work a day, compared with 4.0 hours for retired men. Retirees had the most free time — 8.3 hours daily for men and 7.7 hours for women.

Source: *Canadian Social Trends,* Autumn 1993.

Sales of Baby Foods Down

A report from the U.S. indicates that in one twelve-week period, overall sales of baby foods fell by 6%. As Baby Boomers age past their childbearing years, the baby food companies look for ways to extend their lines to older children. But, so far, toddler foods have not been enthusiastically received and are seen as unnecessary and expensive.

Source: *Canadian Grocer,* August 1993.

Textiles and the Environment

According to the past president of the Textile Institute, Paul Marius de Marsano, the competitive edge in the textile industry will be determined to a great extent by the ability to solve ecological problems. In particular, the problem of textile management and recycling seeks solutions which are ecologically and environmentally sound. The development of recycling loops is seen as better than composting for most applications in the plastics and synthetic-fibre industries. Today even the ecological profile of natural fibres is being critically analyzed.

Source: *Textile World,* April 1993, January 1993.

Social Indicators

The latest information from Statistics Canada indicates some changes in Canadian society which have an impact on Canadian families:

- The marriage rate in 1991 was 6.4 per 1,000, compared to 7.3 in 1985. The divorce rate, at 2.8 per 1,000, is lower than it has been since 1986 but still higher than in 1985 when it was 2.4.
- In 1992, 1,132,000 families experienced unemployment, the highest amount in the 1985-1992 period. Total employment in 1992, at 12,240,000, was slightly lower than in 1988-1991 but higher than 1985, when 11,221,000 were employed and 990,000 families experienced unemployment. Part-time employment was at its highest level in 1992, at 16.8%.
- Women's participation in the work force has been more than 50% during the eight years, reaching its highest level in 1990 at 58.4%; in 1992 it was 57.6%. Women's full-time earnings as a percentage of men's have been gradually increasing and reached a high of 69.6% in 1991 (the latest figure available).
- The percentage of deaths due to cardiovascular disease has been gradually decreasing — 37.1% for men in 1991 compared to 41.7% in 1985 and 41.0% for women in 1991 compared to 45.3% in 1985 — but the percentage of deaths due to cancer has increased slightly: 28.1% for men in 1991 compared to 25.4% in 1985 and 27.0% for women in 1991 compared to 25.7% in 1985.
- Crime rates have increased: the violent crime rate per 100,000 in 1991 was 1,099 compared to 749 in 1985; the property crime rate was 6,395 in 1991 compared to 5,560 in 1985, and the homicide rate was 3.0 per 100,000, compared to 2.2 in 1986.
- Government expenditures on social programs in the 1985-1990 period have stayed relatively constant at about 56% of total expenditures and 25 to 26% of GDP. The GDP grew during the years 1985 to 1989, decreased in 1990 and 1991, and showed an increase of 0.9% in 1992. Inflation was about 4 to 5% from 1985 to 1991, but in 1992 was only 1.5%.

Source: *Canadian Social Trends,* Autumn 1993.

Major Trends for Canadian Families

The Demographic Review Secretariat of Statistics Canada, in its report, *Charting Canada's Future,* has identified four major trends for Canada's families:

- Most married women now work outside the home. By 1986, the dominant family type was the double-income family, with both spouses present and both spouses working outside the home.
- One-parent families are on the rise. The majority are headed by women, especially young women, and are more likely the result of separation, divorce, or a birth without a spouse present rather than widowhood. The length of time spent as a single parent varies greatly.
- Households are smaller and more family members are in the labor force. As part of the shift from a traditional rural society to a modern urban society, work is moving out of the household; first, men left farming, then women entered the paid labor force in large numbers, and now

children's time is increasingly taken up by formal schooling.

- Our population is aging. This aging is a long-term trend caused more by the historical decline in fertility than by the effect of the aging Baby Boom generation.

The Demographic Review asked what families do and with what resources. Family resources include the knowledge, skills, and aptitudes of its members, their accumulated experience, time, and physical capacities, employment income, accumulated savings, property and goods, and their entitlements, individual or as a household, to public-sector transfers and services. Although family needs have shifted from direct provision to indirect provision in recent decades, the resources controlled directly by families are substantial and those controlled *indirectly* amount to much of society's wealth. To ignore the family's role in production is to make a fundamental error. When the family is seen as the unit that decides how its resources will be deployed to accomplish its responsibilities, the family is again understood as essential.

Source: *Transition*, Vanier Institute of the Family, September 1993.

Home economists have a goal:

to improve the quality of life for families.

Invest in families

A donation to the Canadian Home Economics Association Foundation will help support the effective dissemination of information on nutrition, clothing, shelter, and financial management to families in Canada – through research, development of educational tools and techniques and public service projects.

Send your contribution to:
Canadian Home Economics Association Foundation
c/o Treasurer
3807 Vialoux Drive
Winnipeg, Manitoba R3R 0A5

My contribution of $ ____________ is enclosed.

Name ____

Address ____

____

Registration number 0589242-23-10. Tax deductible receipt issued.

Mary Wiley

On the Job

Profile of Mary Wiley, a home economist as a Public Information Coordinator

by Mary Wiley

One day, Canadian consumers will understand how their food is produced and processed, how thorough the checks and balances in our food system are, and how lucky we are to have such a wholesome, bountiful food supply. That is my dream.

In the fall of 1990, I began consulting on a part-time basis with AGCare (Agricultural Groups Concerned About Resources and the Environment) as Public Information Coordinator.

My role with AGCare is to help 45,000 field and horticultural crop producers in Ontario collectively communicate their views on agricultural pesticide use and other related farm environmental issues. The primary target of our Public Information Program is the urban media and other "influencers" of consumers including Professional Home Economists.

AGCare's messages centre on Ontario farmers' very positive track record of taking responsibility for farm environmental issues. These issues include reductions in pesticide use, grower pesticide safety certification, environmental farm planning, land stewardship initiatives, and pesticide container recycling programs.

Many of AGCare's messages have the potential to be very confusing to the 97% of Ontario's population who are urbanites, at least three generations removed from "hands-on" agricultural experience. My background as a Professional Home Economist helps me to translate these messages from technical jargon to "plain language" so that they can be easily understood by our target audiences.

My work with AGCare is quite often done behind the scenes. AGCare's philosophy about media interviews is that the farmers who are on the group's Executive are the official media spokespersons. This is crucial to the credibility of our messages.

Pesticide use messages, for example, conjure consumer perceptions of high risk to personal health and safety and a generally low trust of the messenger. AGCare's choice of articulate, well-informed family farmers as spokespersons results in believable messages being communicated in a sincere manner. To date, this approach has resulted in some very positive, accurate coverage that serves both consumers and farmers well.

Prior to the actual interviews, I spend many hours on the phone or in person with urban-based media explaining the background behind the issues in language that they can understand. This, along with a well-written, concise information kit, is crucial to AGCare's messages being conveyed clearly and within context.

Biotechnology advances in food production is a leading edge topic for home economists and other food and health professionals. As part of my work with AGCare, I am fostering discussion among the Ontario Home Economists in Business about this important issue, so that we are able to effectively translate the information for consumers. Did you know that biotechnology could substantially reduce food waste and speed up detection of food spoilage?

While my AGCare office is based in Guelph (a 90 km commute) a flexible arrangement allows me to do as much AGCare work as possible from my home office. With a laptop computer, portable printer, fax machine, and mobile phone, I can literally do the job just about anywhere. This minimizes my stress level, maximizes my productivity, and facilitates a healthy balance between my two top priorities: my family and my career.

Since the spring of 1991, my husband, two children, and I have been busy establishing "Lake's Edge Vineyards," a 20-acre *vitis vinifera*

Mary Wiley, BASc, PHEc received her bachelor's degree from the University of Guelph's College of Family & Consumer Studies in 1982. She began her career in Toronto with the Beef Information Centre, and served for six years as the Canadian Meat Council's Director of Public and Consumer Affairs. Along with her husband Dave and two small children, Mary is a partner in "Lake's Edge Vineyards," a St. Catharines, Ontario, *vitis vinifera* grape farm. Mary is currently Chair of the Lincoln Public Library Board, and is very interested in the technological revolution taking place in information systems.

vineyard on the bench of the Niagara Escarpment. All romanticism aside, it takes four to five years and $10,000/acre to bring a vineyard into production. I consider myself very fortunate to be able to *enjoy* earning precious off-farm "cashflow dollars" doing consumer education work.

I know that the next 30 years of my Home Economics career will be just as exciting and rewarding as the first 11 have been. Goals for the future include expanding my consulting business and becoming more involved in promoting the many advances in the Canadian grape and wine industry.

Communications, in the words of Dr. Vincent Covello of Columbia University, is a skill that requires knowledge, and must be practised and rehearsed. Add to that skill the flexibility, common-sense approach, resourcefulness, and broadly-based expertise of home economists, and the goal of effective consumer education is definitely within reach. How fortunate we are to be involved in such a dynamic, vital profession!

Just sledding....
...even a little regular physical activity makes a healthy difference.
PARTICIPACTION®
Moving Your Way - Every Day

IFHE ... In Focus

Regards Sur La FIEF

The International Year of the Family 1994

L'Année internationale de la famille 1994

Henryk J. Sokalski

It is most fitting that home economists should find some affinity between their concerns and those embodied in the International Year of the Family. Indeed, the IYF theme, "Family: Resources and Responsibilities in a Changing World," speaks rather directly to issues of key interest to you as individual professionals and as an organization, notably in respect to the important question of familial resources.

What are resources?

If we agree that families are fluid, dynamic entities whose importance is, in large part, a question of resources, the questions that remain are "what are resources?" and "which of these, if any, are unique to families?" It is clearly not possible to attempt a complete answer here, but it is important to note that when we talk about resources in the family, we are not speaking only in the narrow sense of financial or material wealth. Families embody more than the management of objects, food, and currency. The

Il convient tout à fait que les économistes familiaux découvrent une certaine affinité entre leurs préoccupations et celles englobées dans l'Année Internationale de la Famille. De fait, le thème de l'AIF "La famille: ressources et responsabilités dans un monde en mutation" aborde des problèmes d'un intérêt capital pour vous en tant que professionnels et qu'organisation, en particulier en ce qui concerne l'importante question des ressources familiales.

Ces ressources, quelles sont-elles?

Si nous convenons que les familles sont des entités fluides et dynamiques dont l'importance est largement une question de ressources, les questions qui demeurent sont les suivantes: "Ces ressources, quelles sont-elles" et "Lesquelles de ces ressources, pour autant qu'il y en ait, se rencontrent uniquement dans la famille?". Il est clair que nous ne pouvons pas ici y apporter une réponse complète, mais il est important de noter que, lorsque nous parlons de ressources

---

Henryk J. Sokalski is the Director of the Social Development Division of the United Nations in Vienna and is Coordinator of the Secretariat for the International Year of the Family. This paper was presented at the IFHE/FIEF Congress in Hanover, Germany, in July 1992. It is printed here with his permission. The paper also appears in the Proceedings of the Congress.

Henryk J. Sokalski est le directeur de la Division du développement social des Nations Unies, à Vienne, et assume la coordination du Secrétariat pour l'Année internationale de la famille. Ce texte a été présenté au Congrès de la FIEF/IFHE à Hanovre (Allemagne), en juillet 1992; il fera également partie des comptes rendus du Congrès.

International Year of the Family **1994** **Année Internationale de la Famille**

Design reflects the family at heart of society

Le logo symbolise une famille au sein de la société

Le Logo, créé par Catherine LITTASAY-FOLLIER, artiste suisse de renom vivant à VIENNE, servira à sensibiliser l'opinion publique sur les buts et les enjeux de l'anée

The design, created by Catherine LITTASAY-ROLLIER, a well known Swiss artist resident in VIENNA, will be used in promoting public awareness of the goals and purposes of the Year resources of the family are much more diverse . . . Families, for example, in their supportive role for health care or in crime prevention, are important depositories for information — this century's most powerful resource. They are also the prime purveyor of habits: that is, the attitudes and practices of daily living. This power to establish accepted ways of doing things is a resource of incalculable value. It is at the very base of such vital and diverse issues as preventative health care, the propagation of tolerant attitudes, the development of self-esteem and feelings of self-worth in youth, family life education for peace, and the realization of equality of the sexes.

Families can provide love, security, protection, health, education, and support. These resources are of more than poetic value and are more vital to us than mere romance would suggest. They are anchors and guides in a world where revolution has become a routine form of change, whether in science or politics; where conventions and community standards are increasingly temporary and negotiable; and where the breadth, depth, and pace of change far outstrip the individual capability to remain in synch with the world situation — despite the daily deluge of information that assaults us. The maladies and challenges of life on this planet demand a foundation of support for individuals — whether they are struggling to survive in a remote corner of a developing nation or as professionals in the horrific glut of information, change and competition in corporate organizations. Families and the intangible resources they can command may be the base of support to meet these diverse challenges. Their capability to absorb change through adaptation, and indeed to propagate change as a proactive force, is amply demonstrated in history and our own experience. It is this force for change that IYF offers to the question of family policy.

Responsibilities based on Resources

The issue of resources is seminal to our perspective on families in IYF in the following respects. First, we accept that families, as a social structure, are found in varied forms throughout history and the present world. There is little, if any, possibility of universal consensus on a structural definition of family, and, even if it were possible, it is not clear that such a definition would be of much practical operational value. Families are most important by virtue of what they are in action; that is to say, by virtue of what they can provide and offer — to individuals and to the greater society. The importance of families, then, as they are understood in the context of IYF, is very much a reflection of their role in the creation, sharing, and mobilization of familial resources.

Secondly, families have increasingly come to be understood in the broad areas of social policy as a key resource base for meeting a diverse array of social needs. For example: families are often seen as care providers for the aging population, as educators of the young, as the focal point for economic activity, and as the basic vehicle for the inculcation of social values. The view of families as a pool of resources is a perspective which enjoys broad currency in the social policy field. Unfortunately, there is not always an equally sophisticated understanding of what particular or additional resources families need to perform these many social policy functions and honor the responsibilities expected of them. It is, therefore, a key element of the IYF programme that we should learn more about families, the

au sein de la famille, nous ne nous référons pas seulement à l'étroite acception financière du terme ou à la richesse matérielle. La famille n'englobe pas seulement la gestion des objets, de l'alimentation et de l'argent. Les ressources de la famille sont bien plus diverses, leur éventail est bien plus large et bien souvent moins tangible. Ainsi par exemple la famille, dans son rôle de soutien à la surveillance de la santé ou à la prévention de la déliquance, est un important dépositaire de l'information, cette ressource entre toutes est la plus puissante du siècle. La famille est aussi le premier éducateur d'habitudes, c'est-à-dire des attitudes et pratiques qui meublent la vie quotidienne. Ce pouvoir d'instaurer des modes acceptés de faire les choses est une ressource d'inestimable valeur. Il est à la base même de questions aussi vitales et diverses que les soins préventifs, la diffusion d'attitudes tolérantes, l'épanouissement de la confiance en soi et du sentiment d'amour-propre chez les jeunes, l'éducation familiale pour la paix et la concrétisation de l'agent entre les sexes.

La famille est source d'amour, de sécurité, protection, santé, éducation et soutien. Ces ressources sont d'une valeur autre que poétique et sont d'une importance bien plus vitale que ne tend à la suggérer leur étiquette romantique. Elles sont l'ancre et le guide dans un monde où la révolution est devenue la manifestation routinière du changement, que ce soit en sciences ou en politique, où les conventions et les normes de la commun auté sont souvent négociables et d'un caractère de plus en plus temporaire, et où les dimensions et le rythme du changement dépassent le loin la capacité de l'individu à rester en synchronisme avec la situation mondiale en dépit du déluge d'information déferlant chaque jour sur nous. Les maladies et les défis de l'existence sur cette planète dictent d'ancrer le soutien à l'individu, qu'il lutte pour survivre dans une contrée isolée d'un pays en développement ou dans la pléthore d'informations, de changements et de situations de concurrence professionnelle dans une entreprise. Les familles et les ressources intangibles qu'elles gouvernent peuvent être la base du soutien par lequel faire face à ces défis. Leur aptitude à "absorber" le changement par l'adaptation et à propager effectivement le changement en tant que force active, est amplement prouvée par l'histoire et par notre expérience propre. C'est ce pouvoir d'adaptation au changement que l'AIF offre à la question de la politique familiale.

Responsabilites basées sur les ressources

La question des ressources est fondamentale dans noter perspective de la famille au cours de l'AIF, et ceci des points de vue suivants. D'une part nous acceptons que la famille en tant que structure sociale ait existé sous diverses formes au fil de l'histoire et dans le monde actuel. Il est peu probable, voire impossible d'obtenir un consensus universel sur la définition structurelle de la famille et, à supposer même que l'on y parvienne, il n'est pas certain que cette définition serait, au plan pratique, d'une grande valeur opérationnelle. La famille est de la plus haute importance en vertu de ses actes, c'est-à-dire en vertu de ce qu'elle peut fournir et offrir à l'individu et à la société au sens large. L'importance de la famille, comme on l'entend dans le contexte de l'AIF, reflète énormément son rôle dans la création, le partage et la mobilisation de ses ressources familiales.

D'autre part, la famille est de plus en plus comprise, dans la politique social au sens large, comme une base-clé de ressources permettant de répondre aux besoins sociaux dans toute leur complexité. Ainsi par exemple la famille est souvent considérée comme l'entité qui prend soin des personnes âgées, se charge de l'éducation des enfants, comme challenges they face, and their needs in the face of those challenges.

This brings me to my third and final observation of the question of how families' resources serve as a defining parameter of the IYF. Family resources can be mobilized to meet the needs of the individual members and to achieve benefits for the greater society. To do so, however, they will often need help. In some cases, the potential of families cannot be realized without a great deal of material and other forms of support. In other cases, it may be enough to recognize and encourage the role families already play. Such support can only be effective if it recognizes the inherent strength or indigenous potential of families. In short, the resources of families often cannot be mobilized without at least a catalytic contribution of societal or governmental resources. Recognition of this need, in policy and other forms, seems to be vital in achieving the objective of an improved quality of life for families.

Resources: Need for Appreciation

The social policy principle espoused in the IYF principles is that official support of families should empower them in the fulfillment of diverse roles and responsibilities. Such assistance should not replicate the functions of families, nor divorce them from the supportive, productive contribution they offer to society. If it is to be meaningful, however, this principle must be intelligently expressed in actual policy and practice. Likewise, it must be constructed in ways which do not distance families from the responsibilities they bear as part of a citizenship and community of values.

One of the legitimate concerns raised in the context of families is how equitably family resources are distributed among members. Similarly, there is an issue as to "for whom" in the family these familial benefits accrue, and whether all contributions to family resources are given equal recognition by the State. The familial resources created by "earnings," for example, are often recognized while those created by child rearing and household management are often not. In short, much of our thinking about family resources has been conditioned by particular and sometimes anachronistic views of productivity in our society and, in some cases, of families generally.

The International Year of the Family is an opportunity for us to reflect on these attitudes — whether they are embedded in the informal conduct of families or enshrined in legal or policy instruments. The IYF can be a platform for reform at all levels, and an instrument for the achievement of a balance between the rights and responsibilities that are played out in families everywhere. Pivotal to this balance is the degree to which the dispensation of resources within families is equitable and consistent with established standards on equality between the sexes, the rights of the child, and the most basic principles expressed in both the International Bill of Human Rights and United Nations standards in the field of social policy. Clearly, such a balance can only be struck if we take a sufficiently broad view of both families and the resources they generate, need, and use.

IYF: A Platform for Action

The International Year of the Family, like individual families, is not a non-differentiated, monochromatic formula. The IYF is a dynamic process involving actors at the lowest

le point de convergence de l'activité économique, et comme l'instrument fondamental d'inculcation des valeurs sociales. Envisager la famille comme un pool de ressources et une perspectives trés courante dans le domaine de la politique sociale. Malheureusement, la compréhension n'est pas aussi fine des ressources particulières ou supplémentaires dont la famille a besoin pour remplir toutes ses fonctions de politique sociale et les responsabilités attendues d'elle. Que nous devions en apprendre plus sur les familles et sur les défis auxquels elles ont à faire face et les besoins qui les accompagnent est un élément-clé du programme de l'AIF.

Ceci m'amène à une observation finale quant à la manière dont les ressources familiales servent de paramètre de définition de l'AIF. Elles peuvent être mobilisées pour répondre aux besoins de chaque membre de la famille et bénéficier à la société au sens large. Cependant, pour y parvenir, il leur faut souvent de l'aide. Dans certains cas, le potentiel familiale ne se développe pas sans une forte assistance matérielle et sans d'autres formes de soutien. Dans d'autres cas, le fait de reconnaître et d'encourager le rôle que les familles jouent peut déjà suffire. Un tel soutien ne peut être efficace que s'il reconnaît la force inhérente de la famille et ses potentialités propres. En bref, les ressources de la famille nesont pas mobilisables, bien souvent, sans la mise en oeuvre "catalytique" des ressources de la société et du gouvernement. Reconnaître ce besoin, en politique et sous d'autres formes, paraît vital pour attendre l'objectif d'une meilleure qualité de vie de la famille.

Ressources: besoin d'appréciation

Le principe de politique sociale repris dans les principes de l'AIF consiste en ce que le soutien public apporté aux familles devrait les rendre aptes à remplir leurs divers rôles, à assumer leurs diverses responsabilités. Pareille assistance n'est pas censée doubler les fonctions familiales ni les dissocier de la contribution productive qu'elles apportent à la société. Cependant, pour qu'il ait un sens, ce principe soit s'exprimer intelligemment dans la politique actuelle et dans la pratique. De même, il doit être bâti d'une manière telle qu'il n'éloigne pas la famille des responsabilités qu'elle assume au sein de l'ensemble des valeurs de la nation et de la communauté.

L'une des préoccupations légitimes exprimées dans le contexte familial est celle de l'équitable répartition des ressources de la famille entre ses membres. De même, on discute le fait de savoir "qui", au sein de la famille, tire ces bénéfices familiaux, et si toutes les contributions familiales sont équitablement reconnues par l'Etat. Les ressources familiales créées par exemple par les "revenus" sont souvent reconnues, tandi que celles créées par l'éducation familiale des enfants et la gestion du ménage ne le sont bien souvent pas. En bref, une bonne part de la réflexion sur les ressources familiale a été conditionnée par des manières particulières, parfois anachroniques, d'envisager la productivité de notre société et, dans certains cas, de nos familles en général.

L'Année Internationale de la Famille est une occasion pour nous de réfléchir sur ces attitudes, qu'elles soient enchâssées dans la conduite informelle de la famille ou dans l'instrumentation juridico-politique. L'AIF peut être une plateforme de réformes à tous les niveaux et un instrument créateur d'équilibre entre les droits et responsabilités mis en jeu dans toutes les familles du monde. Le pivot de cette balance est le degré d'équité de répartition des ressources au sein de la famille, et de cohérence avec les normes établies d'égalité entre les sexes, avec les droits de l'enfant et les principes les plus fondamentaux exprimés dans la

possible levels in preparing for the observance and follow-up into 1994. By focussing on action at the national and local levels IYF must, and will, highlight the many diverse strengths and weaknesses, problems and potentials of families in different parts of the world. What this means, in the final analysis, is that IYF can serve as a platform for policy review, reform, and improvement, based on a "bottom up" model. The IYF approach encourages problem-solving and promotes participation at the grassroots. And so, one important mechanism for influencing the policy process at the local, national, and regional levels is to participate fully in the IYF.

Furthermore, it is important to recognize IYF as a statement of commitment on the part of Member States. Nations, who together make up the General Assembly of the United Nations, unanimously proclaimed 1994 as the International Year of the Family. It is very significant that each of us be aware of this in pursuing the question of family policy. Member States have indicated, through this Resolution, a preparedness to address the question of families and, additionally, they have asked that this be done at the national level. IYF is, in this sense, a visible symbol of national and international intent and is an invitation for research, debate, and action at all levels of family policy.

Finally, the IYF is a platform for action because it calls for the mobilization and empowerment of families. Despite our best efforts as an international body, or indeed your efforts as a major nongovernmental organization, we will not succeed without the support and participation of families themselves. The biggest bloc of political influence and power with a vested interest in family policy are families. The principle of empowerment must be more than an aspiration of the IYF; it must be the modus operandi of the Year. This is the opportunity and challenge before us: with the consensus of the General Assembly of the United Nations, to empower families to solve problems on their own behalf. The means of achieving this is elegant in its simplicity. Spread the news of IYF; mobilize, organize and sensitize families at the grass roots; and exploit every option to express the principles of the International Year of the Family in your daily work. IYF is not a house that is already built in which people can browse for the room that suits them — it is a process of construction requiring the energy, input, and commitment of those who will own it. This is basic to our understanding of the Year, and to the vision of 1994. The opportunity and challenge are before us — the door is open. . . .

Déclaration internationale des droits de l'homme et dans les normes des Nations-Unies dans le domaine de la politique sociale. Il est clair que l'équilibre ne sera atteint que si nous envisageons avec l'ampleur suffisante les familles et les ressources qu'elles engendrent, celles dont elles ont besoin et celles qu'elles utilisent.

L'AIF: une plateforme d'action

L'Année Internationale de la Famille, comme chaque famille, n'est pas une formule monochromatique et sans nuances. C'est un processus dynamique impliquant des acteurs au plus bas niveau possible dans la préparation de l'observation et du suivi pour 1994. Concentrant son action aux niveaux nationaux et locaux, l'AIF doit — et il le fera — mettre en exergue les forces et faiblesses diverses des familles, leurs problèmes et potentialités dans les diverses régions du globe. Ce que cela signifie, en dernière analyse, c'est que l'AIF peut servir de plateform à une révision, une réforme et une amélioration politiques basées sur le modèle "de la base vers le haut". La démarche de l'AIF encourage la résolution des problèmes à la base et promeut la participation à ce même niveau. Par conséquent, participer pleinement à l'AIF est un mécanisme important par lequel influencer le processus politique au niveau locaux, nationaux et régionaux.

En outre, il est important de voir dans l'AIF une déclaration d'engagement de la part des États membres. 1994 a été proclamée à l'unanimité l'Année Internationale de la Famille par les nations siégeant ensemble à l'Assemblée Générale. Il importe beaucoup que chacun d'entre nous en soit conscient en étudiant la question de la politique familiale. Par cette résolution, les États membres ont signalé qu'ils étaient prêts à aborder la question de la famille et, en plus, ils ont demandé que ce soit fait au niveau national. En ce sens, l'AIF est le symbole visible d'une tentative nationale et internationale, elle est une invitation à la recherche, au débat et à l'action à tous les niveaux de la politique familiale.

L'AIF est finalement une plateforme d'action parce qu'elle appelle la mobilisation des familles et l'augmentation de leurs pouvoirs. Bien que nous déployions au mieux nos efforts en tant qu'instance internationale, en dépit de vos efforts en tant que grande organisation non-gouvernementale, nous ne réussirons pas sans le soutien et la participation des familles elles-mêmes. Le plus grand pôle d'influence et de puissance vouant un intérêt fondamental à la politique familiale est la famille elle-même. Le principe de l'augmentation des pouvoirs doit être plus qu'une aspiration de l'AIF; ce doit être le modus operandi de cette Année. Nous avons donc l'occasion, nous sommes devant le défi de donner aux familles, avec l'accord de l'Assemblée Générale des Nations-Unies, le pouvoir de résoudre leurs problèmes en leur nom propre. Le moyen d'y parvenir est d'une simplicité élégante: répandre la nouvelle de l'AIF, mobiliser, organiser et sensibiliser les familles à la base même; exploiter chaque option qui se présente pour exprimer les principes de l'Année Internationale de la Famille dans votre travail quotidien. L'AIF n'est pas une maison déjà construite, dans laquelle les gens puissent flâner à la recherche d'une pièce qui leur convienne — c'est une méthode de construction demandant de l'énergie, un apport et le dévouement de tous ses futurs propriétaires. Ces réflexions sur la façon dont nous envisageons cette Année et 1994 sont fondamentales. L'occasion et le défi sont devant nous . . . la porte s'entre-ouvre . . . le moment est venu.

Advertising Rate Card No. 19 Effective Spring 1992

CANADIAN HOME ECONOMICS JOURNAL

Official organ of the Canadian Home Economics Association

Published 4 times annually January 1, April 1, June 15, October 1

Circulation 3300

Editor: J. Estelle Reddin, MS, PDt
New Dominion, Cornwall RR 2, PEI C0A 1H0
Tel: (902) 675-2845

Business Manager: CHEA National Office, 901-151 Slater St., Ottawa, Ontario K1P 5H3
Tel: (613) 238-8817/Fax: (613) 238-1677

Advertising Rates (per insertion)

Page rates	**1 time**	**4 times**
Full page	470.	445.
2/3 page	400.	375.
1/2 page	280.	260.
1/3 page	235.	210.
1/4 page	190.	165.

Covers (non-cancellable)	
Inside front	540.
Inside back	515.
Outside back	590.
Centre spread	870.

Color	
Standard	265.
Matched	295.
Process	875.
Bleed	n/c

Inserts
Black & White space rate plus 110. tip in charge per M.

Preferred position charge: 15% of space rate only
Closing dates: First of month preceding publication

Mechanical and Offset Requirements

Type page	7 x 10
Trim page	8 1/8 x 10 7/8
Bleed page	8 3/8 x 11 1/8
Inserts	8 1/4 x 11 1/8
Paper stock	80 lb.

Unit size

1 page	7 x 10
2/3 page	4 1/2 x 4 7/8
1/2 page	7 x 4 7/8
1/3 page	2 1/8 x 10
1/4 page	3 3/8 x 4 7/8

Offset Requirements: Emulsion side down. Four color offset negatives, separated for color, plus one set of progressive proofs. Maximum screen 133.

Mailing Instructions

Send inserts and production materials to:
Canadian Home Economics Journal
M.O.M. Printing Ltd., 300 Parkdale Ave., Ottawa, Ontario K1P 1G2. (Attention Bernie Poirier)

Send inquiries, contracts, insertion orders to:
Canadian Home Economics Association, Attn: Business Manager
901-151 Slater Street, Ottawa, Ontario K1P 5H3

Over 1 Million Canadians Have Diabetes

Half Don't Know It

Like many Canadians, you may never have given diabetes a second thought. But think about this:

Diabetes is serious. Left untreated, very serious. It's one of the major causes of heart attacks, strokes, kidney failure and blindness. And it's Canada's third leading cause of death by disease.

So it's very important to be aware of the warning signs:

Are you always extremely thirsty?

Do you have to urinate frequently?

Is your vision blurred?

Are you often very tired and lacking in energy?

Do you have cuts or sores that are very slow to heal?

Has anyone in your family had diabetes?

These aren't sure signs that you have diabetes. But they are signs that shouldn't be ignored. So if any of them seems familiar, *please* see your doctor.

For more information about diabetes, contact the Canadian Diabetes Association.

So much can be done.

CANADIAN DIABETES ASSOCIATION | ASSOCIATION CANADIENNE DU DIABÈTE

THE Diabetes CAMPAIGN

Canadian Home Economics Association
Association canadienne d'économie familiale

Congrès 1994 de l'ACEF à Québec.

Thème: La famille, coeur de la société.

Venez découvrir le berceau de la civilisation française en Amérique: Québec, joyau du patrimoine mondial de l'UNESCO depuis 1985.

C'est un rendez-vous à venir se ressourcer et se regénérer au Congrès de l'ACEF du 3 au 6 juillet 1994 à l'Hotel Loews Le Concorde.

CHEA Conference 1994 in Quebec.

Theme: The Family, heart of Society.

Come and discover the birthplace of French civilisation in North America, Quebec City, which since 1985 has joined its rightful place on the prestigeous UNESCO world heritage list.

It's a date, to regenerate, to keep abreast, to meet and to enjoy, from the 3rd to the 6th of July at the Loews Le Concorde Hotel.

1994 International Year of the Family
Année internationale de la famille